

PRINTERS' INK



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10c A COPY

C. R.



IT SEEMS, these days, as though speech and writing were being reduced to alphabetical symbols. Instead of "National Recovery Administration" we say "N. R. A." Instead of "Reconstruction Finance Corporation" we write "R. F. C." "C. C. C." substitutes for "Citizen's Conservation Corps." "T. V. A." for "Tennessee Valley Authority." A score of other combinations make the headlines every day.

In the spirit of the new *multum in parvo*, we herewith contribute C. R., which — being interpreted — means Controlled Roasting — the backbone of Hills Bros. Coffee, the exclusive process by which this rare blend is roasted a *little at a time* . . . as the coffee flows evenly, continuously through the roasters. As a result, every pound of Hills Bros. Coffee is *uniform* — the flavor never varies. That is the copy-theme, taken directly from the product. It is the foundation of every Hills Bros. Coffee advertisement.

This unmatched comforter of humanity grows increasingly conspicuous as the largest-selling brand of coffee between the Pacific Coast and Chicago — the region in which it is systematically distributed!

N. W. AYER & SON, INCORPORATED

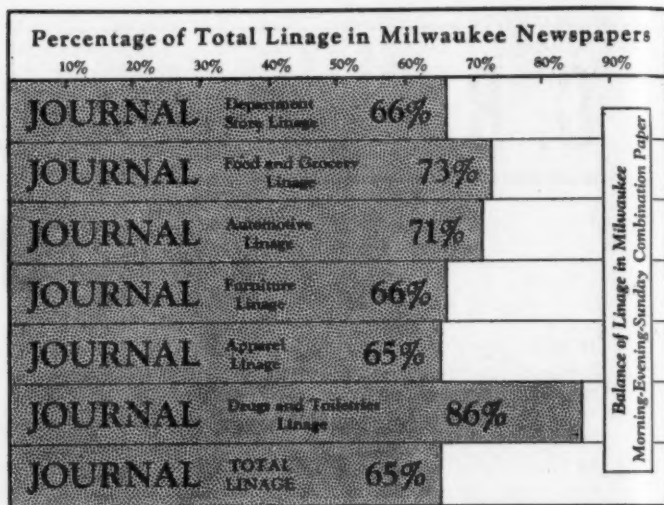
Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London

How Space Was Used in Milwaukee Papers

10 Months of 1933



ADVERTISERS concentrated 65 per cent of their Milwaukee newspaper lineage in The Journal during the first ten months of 1933, or almost twice as much as in the morning-evening-Sunday combination paper.

Journal circulation is the most productive circulation in Milwaukee because it is built on reader interest alone—goes home and stays home—contains no duplication or waste—parallels buying power—has both size and buying readership.

THE MILWAUKEE JOURNAL
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PRINTERS' INK

NEW YORK, NOVEMBER 9, 1933

This Week

YOU'VE heard of the psychological method of "reading" a person's mind? It has been used by criminologists. The principle works universally—so much so that if, today, you should stop a pedestrian and say to him the word *banker*, he'd come back at you with *Wiggin*. Rather inevitably, then, the name of Wiggin enters current discussion about bankers and their works; and their works include the **bank-control of business**.

* * *

Dr. Parkhurst came out for suffrage and shocked his parishioners. And now look at the women! They're in the barber shop and the smoking car; and one of them holds press conferences in Washington. And the women know supposedly masculine facts about such things as the machinery of automobiles. "The women know their gasolines and lubricating oils," reports Henry C. Link in his article **Some Facts About Women**.

* * *

But the women haven't gone for beer. Not in a big way. In fact, one of Mr. Link's conclusions is that the new brew has not yet achieved its pre-Prohibition magnitude among women in point of number of drinkers. And Larry, who, in P. I. of May 4, this year, wrote an open letter to a brewer, says, not gloatingly, but sadly, "I told you so." This week unearths evidence that the brewers are sorry that they didn't act. An insider in the industry reveals why **Beer Turns Sour**.

* * *

Meanwhile, Larry has written another letter—this one to a farmer. He takes his pen in hand

because he believes that "the farmers of the United States are now engaged in supporting a policy that ultimately is likely to leave them far worse than they ever have been . . . the avowed policy of certain members of the present Administration to fight the volume of **advertising done by the processors of agricultural products**."

* * *

Man, what a tipper is salesman Levinski! All over his territory he's revered by porters, waitresses, elevator boys and bellhops. No doubt his beneficiaries would regret it, but Levinski's house would benefit if all the tips of all the road men were pooled for contest prizes. This and other thoughts are set forth in Frank Atha's idea of **The Salesman's Saturday Night**.

* * *

Back in September **PRINTERS' INK** asked its readers to pick a two-foot shelf of **books on advertising**. The final votes are in and the shelf of 18 books is picked. It is an interesting list of books, a liberal business education in miniature.

* * *

Godfrey Lebhar, editor of **Chain Store Age**, disagrees with **PRINTERS' INK**. In disagreeing, he submits a reasonably impassioned defense of the **chain-store price structure**—the same structure that **PRINTERS' INK** recently called "illogical and inconsistent."

* * *

Back alley fighting—the kind used by makers of fake cancer cures and other questionable products in opposing the Tugwell Bill—is not a lovely thing. This is probably one reason why certain **timid ad-**

vertisers are slow about lining up against the bill; they dislike their associates. The leading editorial gives them some wholesome advice.

* * *

"An economist," says Edwin R. Seligman, "may contemplate the present scene in the United States without trepidation." He is McVicker, professor emeritus of political economy at Columbia University. In what he calls **socialized individualism** he can see no perils for the nation. Rather he sees room for freedom, and for individual energy and invention. He sees the NRA as an instrumentality that can retrieve economic health.

* * *

"Yes," said the tourist as the ship that bore him approached the Straits, "that's Gibraltar, all right. But where's the Prudential's sign?" Robert M. Ferns, advertising man-

ager of the Rogers Peet Company, explains—with examples from his own company's advertising—the importance of **recognition value**.

* * *

Ruppert starts caricature campaign with minimum copy * * * Nash announces 1934 line with one page and four quarters in the same publication * * * **Post Newspaper Company** buys Los Angeles *Record* * * * **Frederick & Mitchell, Inc.**, new Chicago agency, succeeds Green, Fulton, Cunningham Company * * * Outdoor Advertising Association of America holds convention, adopts **agency recognition code** * * * Scott Paper Company uses **live turtles** as premiums in test campaign * * * **New publications** announced: *Tower Radio and Money* * * * **Bloomingdale's**, New York, argues with Mr. Hearst in full pages.

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Sales going Up **ADVERTISING COSTS** *going DOWN!*

**Journal-Bulletin
FAMILIES:**

In Rhode' Island

**2 OUT
OF 3**

Average for State
as a Whole

In Providence

**19 OUT
OF 20**

A. B. C. CITY

● In the PROVIDENCE market, sales have jumped in higher-price retail lines, instalment sales, and "popular price" automobiles. The great middle classes are reaching out again for cultivated wants.

Shrewd advertisers in *your* line are guiding these resurgent wants into sales, through the Journal and Bulletin.

● And at decreasing cost! Present Journal-Bulletin advertising rates were established March 1, 1927, when average daily circulation was 110,042.—Sept. 30, 1929 it was 125,658.—Sept. 30, 1933, after four years of depression, it was 131,265. Under the current cost card, the milline rate has dropped 16.2%!

Providence Journal & Bulletin *Dominating New England's Second Largest Market*

CHAS. H. EDDY CO.

Boston • New York • Chicago

Representatives:

R. J. BIDWELL CO.

San Francisco • Los Angeles • Seattle

The Banker *Au Naturel*

His Policies Call for New Declaration of Business Independence, and Here Are Reasons

By Arthur H. Little

FOR years, the advertising of a certain big-scale advertiser used to close with a standardized sentence. In form, the tag-line was a parting-shot admonition. In significance, it was more than that; for it shadowed forth a happy condition of business relationship. It read:

"Consult your telephone book or your banker for the address of our nearest branch office."

But now the line has been shortened. It still suggests the phone book. Apparently, a directory is safe. But concerning the banker it no longer ventures a word. If it were to mention him today—and if it were to speak with candor unreserved—it would warn the business man:

"Don't go near him! If he finds out that you aim to buy something for your business, he'll either refuse to approve the purchase, or direct you to buy something cheaper."

Business moves out of the shade of shoddiness and into the brighter light of quality. The manufacturer who, throughout the depression, has spent courageous dollars to uphold the standards of his product and to protect its good name, believes that now he is to reap the rewards of valor.

And a banker, who has ridden to a cathedralesque office in a long, black limousine, calls for last month's operating analysis of the Smudge Engineering Corporation, which, in a red and resounding factory over beyond the gas works, makes long, black boilers.

The banker runs a forefinger down a column of entries. An item stops him. He says to a secretary:

"Get off a memo to the treasurer at Smudge's. Tell him his purchasing agent can get paint seven dollars a barrel cheaper than he paid last month. And tell him, also, that I don't care *what* brand of paint the plant is using now."

And thus a banker who thinks that a chiseler is a man who runs a sweatshop dress factory in a cold

♦ and dark old loft—thus a banker chisels.

At a time when business is trying, against terrific handicap, to rebuild its toppled structure, this kind of chiseling does incalculable harm. Its injurious effect is deep—and broad. For the unpleasant fact is that, to all practical intents and purposes, our American bankers are running a big part of our American industry.

The bankers are "in." They're in, so they point out, to protect their loans. They are running business enterprises because, so they say, business management, adequately capable in prosperous times, is somehow inefficient and wasteful and downright dumb when times are bad.

It would be interesting—and perhaps appalling—to measure, in terms of the number of enterprises affected, the extent to which bankers have taken over business management. The banks themselves, potentially the best source of statistics on the subject, profess not to know. Business men, basing their estimates upon observation in their own respective industries, estimate the ratio variously—starting at 50 per cent and ranging upward.

A bank-control census, listing those enterprises that take their instructions from bankers, would sound like an industrial roll call.

There has come into business, then, a new factor of influence and of authority. It affects the policies and the operations of those enterprises that borrowed to tide themselves over the depression; and

CORN & HOGS

\$75,000,000 for Iowa

A STAFF reporter sprinted through the corridors of a Washington building a fortnight ago to telegraph *The Des Moines Register and Tribune* the scoop-of-the-year in Iowa: News that U. S. payment of benefits for corn and hog control would bring \$75,000,000 in cash to Iowa farmers, much of it ere Christmas. Manhattan knew these payments to Agriculture were but tinder to rekindle the fires in the furnace of national industry.

Conception of the magnitude of this news was not slow in dawning on townspeople—and merchants!—in the Hawkeye state. It was as if a flesh and blood uncle (instead of a figurative Uncle Sam) had left a modest but substantial legacy in cash to each of Iowa's 210,000 farmers. *The Register and Tribune* was first to bring this vital news.*

Immediate Prospects

This influx of Uncle Sam's gold made of every Iowan an immediate prospect for almost every variety of merchandise. Iowans began to shop. (Iowa gets the lion's share of the corn and hog payments; every Iowan shares directly or indirectly in this spending power; and every advertiser in *The Des Moines Register and Tribune* will share in the inevitable wave of buying.)

Thus did Washington prime the pump of American industry by pouring cash into the corn belt. But Iowa's \$75,000,000 is only a drop in the bucket to the augmented income and spending power



Ding's Famous Iowa Farmer

er it is aimed to create through higher prices . . . Alert *Register and Tribune* advertisers will meet this new spending power before it starts to town.

*The *Register and Tribune's* own Washington bureau reported the details of the corn-hog program so much ahead of all other news sources, the dispatches were wired back to Washington immediately by packers to inform their lobbyists what the agricultural department had decided.

**The Register and
Tribune 1933
circulation . .
exceeds 1929**

238,331 Daily—211,038 Sunday
A. B. C.

It costs

1,475 a year
to boil this pot of coffee!

Industry's have some plans that are waiting millions of dollars annually through local business.

There are three main CMCs: one of the four main CMCs is the *four main CMCs*, one of the four main CMCs is the *four main CMCs*, one of the four main CMCs is the *four main CMCs*, one of the four main CMCs is the *four main CMCs*.

^aNearest number of 'H to', 'H to'.

[illegible]

* Hunter built on animal average \$4,700.



*This source of light saves industry over \$750,000 (10) annually.

Control: 250-522-1111
 Program Director: 250-522-0810

THIS ACTUAL STORY of a workman who boiled his noonday coffee on a bare insulated steam pipe successfully dramatized the fact that heat is being wasted at thousands of industrial plants. Johns-Manville Industrial Insulation, in conserving heat, has saved, and is saving, industry over \$250,000,000 yearly.

The Mystery of 8th Row

Were seats 10 and 12 haunted?

Therapy has been evaluated and promising results have been reported. However, more research is needed to establish the effectiveness of these treatments.

I have been asked to deliver a message to you in the form of a letter. I am writing to you from the heart of the city, from the heart of the people, from the heart of the nation. I am writing to you from the heart of the city, from the heart of the people, from the heart of the nation. I am writing to you from the heart of the city, from the heart of the people, from the heart of the nation.

^aSend NE papers for a priority review.

[illegible]

*The news was addressed to

[illegible]

*Nomenclature according to [1].

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There are good reasons to believe that the evidence is not as strong as it appears. It is not clear that the data are as reliable as they are presented to be. The evidence is not as strong as it appears to be. The evidence is not as strong as it appears to be.

Johns-Manville

Journal: 100-11, 100-11, 100-11
 Project: 100-11, 100-11, 100-11

THIS ADVERTISEMENT tells the story of Johns-Manville's war on noise. The theatre featured was losing business because persons could not hear from many seats in the audience. Johns-Manville's acoustical treatment corrected the trouble, repaid thousands of dollars of lost business.

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that sold 1300
different products
and one
company

CONTROLLING heat—cold—sound—motion, and in protecting against fire and weather, through over 1300 different products, Johns-Manville is one of the most diversified companies in the world.

Yet many persons considered Johns-Manville primarily as a roof- or "asbestos" company.

How to define this multiplicity of products, of services, and achievements, to executive and specifying groups, was a sales problem of great importance.

This campaign successfully solved the problem. It sold the specific product, and dramatized the scope of this one organization so that its name took on a broader significance and its name a new meaning. The Johns-Manville Corporation has been a client since 1931.

WALTER THOMPSON COMPANY *Advertising*

it affects, also, those enterprises that, now that the skies are clearing, need funds with which to move forward with the general business advance.

Although we may cover familiar ground, it is pertinent to examine, briefly, this new factor of influence and authority, and to analyze its frame of mind and trace its mental tendencies.

The Banker's Background

A banker deals with credit. His bank is a factory that makes a product called percentage; and percentage, whether it flows to the stockholders in the form of dividends or to the depositors in the form of interest, is always plain percentage. There's nothing you can do to it to make it fancy. Even when the banker turns sales-minded and seeks to upbuild his compound-interest business, he cannot advertise to the public: "Get your interest here and get something special! After more than two years of engineering research and laboratory experiment, we have created an assortment of percents that, in beauty of finish and in utility, set a new high mark of excellence. The price is right, too! Four for a dollar."

It has been with difficulty that the banker has been persuaded to believe—even half-heartedly—that his own business actually can be merchandised, that its patronage can be increased with salesmanship and with advertising.

The banker deals with money. He is careful to emphasize that the money is other people's. Above all, he's cautious.

That's the banker, *au naturel*.

A four-year depression has made him more so.

Rightly, perhaps, he has maintained his vigilance. Still handling other people's money, he has striven—rightly or wrongly—to corral that money more tightly than ever before. Within the bank, and outside it, he has watched, impartially, the pennies. Within the bank he has cut salaries and laid off employees. Outside it, he has scanned the books of business enterprises

to which his bank has lent money; and he has gone over payrolls and, in a twenty-minute session with a treasurer, has thrown a hundred men into the street.

With a phrase, he has killed an effort of enterprise in the sales department; with a gesture—as of an ax, chopping—he has lopped off research; with a grunt of disapproval he has put to death an advertising campaign.

Yes, the bankers have been cautious with money. True, one member of the fraternity, while ponderously advocating still lower wages on jobs that were so pitifully few, lent something more than his moral support to the action of boosting his own salary from \$217,500 a year to \$250,000. But even that act might come under the heading of caution; for that marginal \$32,500, if it had fallen into reckless hands, might have been squandered for milk for pinch-faced babies, or for shoes for weary, job-hunting feet.

Yet Wiggin, although the public may feel that he established an example of what an industrious banker can accomplish, may really have been an exception. Despite the almost-forgotten principles of our well-meaning Declaration of Independence, it is not true that all men, indeed not even all the men in a given walk of life, enjoy equal opportunities.

More Potent Than Depression Itself

Yet, emulating the example of Wiggin's own bank and casting the exception aside, the fact remains that, of the two forces that, throughout the depression, operated to retard the actual operation of business, the depression, itself, was the less potent.

Caution, bank-imposed, nearly killed us all.

And caution still rules.

Whence comes the hesitancy to expand now? Whence comes the indecision whether to go ahead, or to mark time? Whence comes the fear that still holds in leash the power and the energy that, heretofore, have driven our business machine?

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Without hunting very far, we still could find sales efforts withheld, research still suspended, advertising still hung in abeyance. Without too laborious a search, we could find the retarding cause. In the woodpile of the Smudge Engineering Corporation there's a gent who rolls his eyes and gibbers about the unsoundness of unsound money. You'll find him quoted, daily and on Sunday, on the financial pages.

Banks Still Dictate Buying

And meanwhile, the banks are still "in." They're still writing memos. They're still standing at the elbow of the purchasing agent.

There is visible, specific evidence. "We make a quality product," said a man whose company has been in business in New England for generations. "It is a product that goes into the manufacture of many other products."

"Throughout the depression we spent money to improve it, and to put into it certain qualities that would enable it, as a raw material, to produce better products for those manufacturers who process it."

"Some three months ago, we put this new product on the market. We advertised it. We sent out our men to introduce it and to sell it to manufacturers. For its presentation we had developed a unique and effective plan."

"Our men told their story. Dramatically, they demonstrated their story—and proved it."

"And—yes—they sold it. They signed up a few contracts. But in many instances—far too many—they ran head-on into hard brick walls."

"There they were with a product that we knew to be excellent. We knew that it would increase the sales volume of every manufacturer who adopted it. Because it would enable manufacturers to sell markets they never had touched before, it actually would increase employment. It could not fail to increase the manufacturers' profits."

"Because it costs more to produce than do similar products in its field, we priced it, naturally, at

a slight premium. And right there lay our difficulty."

"Manufacturers and their purchasing agents admitted every sales point we offered. Their sales departments admitted that our product would enable them to sell their old products more easily, and to add new products that would generate new profits in new markets."

"But their bankers said no!" "Because our price per unit was a few cents higher—not a few dollars, but a few cents—their bankers said:

"Stick to the old stuff. It's cheaper."

That's one effect. Here's another—this on the testimony of a manufacturer whose product goes into buildings.

"Well, of course," he said, "our business is different. Much of our actual sales volume is sold on specification. In our internal operations, the banks—thank Heaven!—have no hand. We don't owe 'em and if we're lucky we never shall."

"But we see the effect in the business of our distributors. During the depression, the banks got into a good many of them. The result you could almost reduce to a chart; for those of our distributors who are taking instructions from banks have changed their methods of ordering. Our stuff is quality-product, too; but our advertising over a period of many years has built up so good a reputation for it that the distributors have to carry it. But those whose businesses are being run by banks are ordering our units, these days, not by the barrel, but by the dozen."

"The result is that, in certain communities, it is impossible for us to build up adequate stocks; in those communities, as we definitely know, we are losing business."

Broader Salesmanship Is Needed

These are two examples out of many. There are others—thousands of them.

And what's the answer?

One answer is broader salesmanship. I know of a manufacturer's representative who, when he

(Continued on page 81)



A Two-Foot Shelf on Advertising

Our Readers Select Eighteen Books That They Consider Essential

FEDERAL ADVERTISING CORPORATION
PATERSON, N. J.

Editor of PRINTERS' INK:

I am planning to put on a course in advertising at the Y.M.C.A., Paterson, N. J., this coming fall.

I want to exhibit a two-foot shelf and want to place thereon the essential books on advertising.

Will you please invite the suggestions of your readers as to what these books should be?

A. H. GUERTIN,
Vice-President.

WHEN Mr. Guertin wrote the above letter back in September, *PRINTERS' INK* decided to put the question up to its readers. Because a two-foot shelf would hold about fifteen books, it asked its readers to say what fifteen books they considered essential.

The returns are in and, because several books were tied for fifteenth place, the two-foot shelf has expanded a couple of inches to take in eighteen books.

The books that received the most votes from the readers are as follows. The order is alphabetical and not by number of votes:

Advertising Copy, by George Burton Hotchkiss.

The Advertising Handbook, by S. Roland Hall.

Advertising, Its Economics, Philosophy and Technique, by Herbert W. Hess.

Advertising Procedure, by Otto

Kleppner.

Careers in Advertising, edited by James Alden.

Economics of Advertising, by Ronald S. Vaile.

Facts and Fetishes in Advertising, by E. T. Gundlach.

The History and Development of Advertising, by Frank Presbrey.

Making Advertisements and Making Them Pay, by Roy S. Durstine.

Manual of Modern Advertising, by Kenneth M. Goode.

Masters of Advertising Copy, by J. George Frederick.

More Profits from Advertising, by Kenneth M. Goode and Carroll Rheinstrom.

My Life in Advertising, by Claude C. Hopkins.

New Psychology of Selling and Advertising, by Henry C. Link.

Principles of Advertising, by Daniel Starch.

Psychology in Advertising, by Albert T. Poffenberger.

Tested Advertising Methods, by John Caples.

The Written Word, by H. A. Batten, Granville Toogood and Marcus Goodrich.

It is interesting to note how catholic this list is. General books on advertising, books on copy, books on psychology, books on testing, and books on history are all included in this two-foot shelf.

There is, of course, some duplication in the subjects covered by the various books. This was to be expected.

The chief weakness of this shelf is on the specialized side. For instance, if the possessor of the shelf were to become interested in art or typography, he would have to add the best books on that subject.

It is interesting to note that nearly 100 books in all were mentioned by those who sent in lists, and perhaps the most unexpected

choice and yet a very sound one was that of a Sears, Roebuck catalog. Budding advertising men can go a lot further and do a lot worse than study such an excellent example of advertising actually at work.

The literature of advertising is always new. Books that stand high up on the list today may be forgotten four or five years hence. However, certain books on this list should be favorites of advertising men for many years to come.—[Ed. PRINTERS' INK.]

Those Third Quarter Figures

MANY an enemy of the NRA has had his eye on third quarter figures. The "I told you so's" were hovering on the tip of many a tongue. For costs were going to be boosted so under the Act that earnings figures would show it immediately.

Yet, outside of the public utility field, their predictions seem to go somehow wrong. The Standard Statistics' list of eighty-nine industrial corporations' earnings showed \$96,000,000 against \$85,200,000 in the second quarter and \$10,700,000 in the first quarter. The whole group of eighty-nine corporations showed earnings 160 per cent above the 1932 level.

The six automobile companies whose figures were given, for example, excluding General Motors, showed a 1933 net profit of \$7,630,000 as against a deficit in the corresponding period of 1932 of \$12,400,000.

There are eleven companies manufacturing food products in this list and they showed a total gain of \$3,000,000 in 1933 over 1932; \$41,000,000 approximately as against \$38,000,000 before.

Even the Class I railroads show a gain of almost \$30,000,000 against a year ago. All of which makes pretty good reading for people who are going ahead on the new road.

Tower Group to Publish Radio Magazine

Catherine McNellis, publisher of Tower Magazines, has announced the coming publication of *Tower Radio* under the editorial direction of Hugh Weir. Frederick James Smith, who was formerly editor of *New Movie* and more recently editor of *Radioland*, has been made editor. *Tower Radio* will be sold through the Woolworth stores and on newsstands.

St. Louis Agency Appoints Frank P. Gibbs

Frank P. Gibbs is now with Mortimer W. Mears, Inc., St. Louis, advertising agency, as vice-president in charge of new business. He was formerly head of his own agency in St. Louis and, later, was secretary-treasurer of Willert & Gibbs, Inc., food products, Milwaukee.

Flako with Churchill-Hall

The Flako Products Corporation, New Brunswick, N. J., has again appointed Churchill-Hall, Inc., New York advertising agency, to direct the advertising of its products. This agency previously had handled the account for five years.

Advanced by "Photoplay"

Miss Evelyn McEvilly has been elected secretary of the Photoplay Publishing Company, Chicago. Miss McEvilly, who has been with *Photoplay* for many years, has been assistant secretary.

Joins Mathes

William S. Abbott has joined the public relations staff of J. M. Mathes, Inc., New York advertising agency. He was formerly in business for himself.

L. & T. Transfers Hannagan

Steven Hannagan, who has been with the Chicago office of Lord & Thomas, has been transferred to the New York staff as head of new business.

"THEY PUT EVERY NICKEL ON THEIR BACKS!"



THAT ISN'T quite true, Aunt Hattie. They aren't spending money on thrifths—these younger, modern women. We happen to know the kind of women in some 425,000 Chicago American families.

Remember, Aunt Hattie, the modern women, women who are under 40 or who think under 40 require a larger wardrobe than you had to have. They go more to clubs, movies, theatres, sports

ents, parties, manufacturing experience, to have more advertising, duty shops, American Chicago daily, true of advertising, entertainment

CHICAGOM

a good news

Now in its **THIRTEENTH YEAR** CIRCULAR

National Representatives they E. B.



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Manufacturers should consider
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to spend goes with women who
more active socially.

Advertisers of toilet goods and
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American than in any other
Chicago daily newspaper. The same
true of advertisers of amusements
and entertainment. The American

led all Chicago daily newspapers in
1932 in automotive advertising.

Further, this market is the larg-
est reached by any Chicago evening
newspaper—a market that will
spend at least \$500,000,000 for mer-
chandise in the next 12 months.

No sales plan can accomplish a
thorough merchandising job in
Chicago which does not provide for
consistent use of well planned
advertising in the American.

AG AMERICAN

a good newspaper

YEAR CIRCULATION LEADERSHIP in Chicago's evening field

representative E. Boone Organization





Ruppert Pokes Fun at New Yorkers

Good-natured Caricature Is Basis of Beer Advertising Campaign

BEEER drinking New Yorkers are going to become aware that Jacob Ruppert makes beer. Not that they don't know it already, of course. But now comes an advertising campaign that bears the earmark of novelty at the very time some folks complain that most advertisers are imitating one another. The campaign starts out modestly, but plans for the future are somewhat elaborate.

Mr. Ruppert, as everybody knows, is a resourceful showman as well as a long-time brewer. As owner of the New York Yankees he has demonstrated that. He is a man with young ideas. Apparently he would not be satisfied with just another beer advertising campaign. So he got into a huddle with his new advertising manager, Arthur H. Deute. This is what came out of the huddle.

Beer (they opined) is not going to be impressed upon the people's minds by heavy argument but through cheerful reminder advertising. The cosmopolitan nature of New York's population requires advertising with breadth of appeal. Pictures suggest themselves, but they must be different from the usual type of beer pictures. Color in the pictures follows naturally.

The illustrations that were finally

approved are the work of Hans Flato. They picture the four members of an American family—hard-working father who recognizes that he plays a somewhat futile role; good and true wife; superior son of 20 and patronizing daughter of 18.

The pictures are in caricature, but of a pleasant sort. In various groups and individually the members of the family will be seen in newspapers, a magazine, on outdoor locations and in the cars. Newspaper advertising for the present will be limited to the use of a foreign-language group.

On outdoor bulletins there will be a special presentation of the family to suit each location. A board with 800 feet visibility will have one design, with another design for the board with a visibility of 150 feet.

Little coasters lithographed with various pictures of the family will be distributed with a lavish hand to beer gardens, restaurants, taverns, for use on tables, bars and so on. The company expects that these coasters will be picked up and taken home—in fact, that's really the idea.

Copy won't be much; just enough to identify Ruppert with the family. No bottle nor label.

A Letter to a Farmer

In Which He Is Shown That Advertising Is an Economic Necessity
for Agriculture

Dear Sir:

Last week the Governors of five Western States presented to President Roosevelt a plan for price-fixing on certain farm products. Inasmuch as they were attempting to give the farmer what amounts to a decent profit on the things he grows, their's was, I suppose, a laudable enterprise.

Not so many days ago the President signed a document called the Retail Code. That code, as you no doubt know, was adopted only after a long and sometimes bitter fight.

Much of the bitterness was due to the fact that a great number of retailers and manufacturers wanted inserted in the code a provision which would give retailers a minimum mark-up. The retailers were not trying to profiteer, let me assure you. They were, oddly enough, trying to achieve the same goal that the farmers are trying to achieve. They wanted a decent wage for the service they perform.

Do you blame me, my dear sir, for being somewhat bewildered as I look back over recent history as it is made in Washington? I find that owing to the opposition from a group representing the farmers the retailers were not allowed to write into their code anything but a very flimsy provision against loss leaders.

With every effort to be fair, I am a little at a loss to know which personality of the farmer to applaud, the Dr. Jekyll who wishes that every farmer make a fair living or the Mr. Hyde who doesn't care what the druggist or the general store gets in the way of a living so long as the farmer can buy his merchandise at what he considers are cheap—but what are often ruinous—prices.

It is a reprehensible thing when

any group of citizens foster an economic theory that penalizes one considerable body of the population to benefit another.

It is a silly thing, when those who are apparently to be benefited are so naive and—I say it hesitatingly—selfish that they do not realize the essential illogicality of such a plan.

Therefore, I am writing this letter to you because I believe that the farmers of the United States are now engaged in supporting a policy which ultimately is likely to leave them far worse than they ever have been. I mean, of course, the avowed policy of certain members of the present Administration to fight the volume of advertising done by the processors of agricultural products.

I am told that you and your neighbors are heartily in agreement with that member of the Administration who announced that the size of the public stomach cannot be increased and thereby that advertising of agricultural products in their finished form was, to a large extent, wasteful.

I imagine that you—or at least those of your fellow farmers who raise tobacco—are heartily in agreement with those members of the Administration who have suggested to the tobacco companies that they take some of the large funds that they have invested in advertising and use them to pay the farmer for tobacco.

Farmers and Tobacco Prices

Of course, neither you nor I believe that all of the tobacco companies have been exactly fair to the farmer. Undoubtedly, the farmer has received too little for his tobacco. Undoubtedly, certain executives of certain tobacco companies have received too much for their services. That, my dear sir, has, I believe, very little to do with the matter of advertising.

To be frank with you, I am

getting a little weary of hearing about the economic waste of advertising. The next time that a farmer or a member of the Department of Agriculture mentions to me something about the economic waste of advertising I would like to take him to California. Furthermore, I would like to introduce him to the officials of the California Fruit Growers Exchange.

A Sound and Successful Investment

If you do not already know so, I should like to emphasize to you the fact that the members of the California Fruit Growers Exchange happen to be farmers. I should like to point out to you further that these members happen to believe that it is economically sound for them to foster an investment of approximately \$2,000,000 a year in advertising. Notice, please, that I said "investment."

You, I believe, have upon your farm an orchard in which grow apples. When you were a boy an apple was the most common article of fruit seen upon the dining-room table. An orange at that time was a luxury.

Today, I think you will agree, the picture has changed. Since your boyhood sales of oranges have gone from almost nothing into the millions. There has been a steady decrease in the consumption of apples.

I wonder if you know anything about prunes beyond, of course, the commonly known fact that they have their medicinal value. You might be interested to know that after the California prune industry—farmers—organized itself to conduct a campaign of advertising within one year it raised the price of prunes several cents per pound.

Another product that I think would interest you is the pineapple. You can remember the day when the pineapple, along with the orange, was a great rarity in the average home. Now, I am willing to concede to you that transportation and other factors of civilization have made it possible for quicker pineapple distribution. I would like to point out to you,

however, that pineapple consumption during recent years has increased in a curve approximately coincident with the curve of increase in advertising.

At the risk of boring you—I know that I find most of the things that come out of the Department of Agriculture boring—I should like to quote you some figures uncovered by a member of that department under a former Administration.

During the twenty years from 1909 to 1929 there was a decrease of 15 per cent in the per capita consumption of wheat, a decrease of 20 per cent in consumption of mutton and lamb, and a decrease of more than 50 per cent in the per capita consumption of corn and the minor cereals, including rye, oats, barley and buckwheat as human foods.

On the other hand, there have been corresponding increases in the consumption of dairy products, fruit, vegetables, sugar, fats and oils.

Let me quote the words of this former member of the Department of Agriculture who said, in *PRINTERS' INK MONTHLY*:

"These changes are attributed to changed modes of living, influenced by a lessening of physical labor and the researches of nutritionists and dieticians who have been emphasizing the value of vegetables, fruits and milk in the human diet.

Advertising and the Nation's Appetite

"The advertising of these commodities and the lack of organized advertising of products for which there is now a decreased demand have indubitably played a part, also, in altering the national appetite, a fact that is easily established by an analysis of what foods are intensively advertised and what are not, as compared with the record of consumption of specific commodities.

"The combined per capita consumption of sixteen cans of fruit, practically all of which are advertised on a national scale, has increased approximately 400 per cent in the last twenty years.

NO MORE GUESSWORK!



"The Chicago Daily News GOES INTO and STAYS IN more homes in Chicago and suburbs than any other daily newspaper."

That's the answer to your question: "What newspaper gives me the greatest **REAL HOME COVERAGE** in Chicago?" And this answer is based on the findings of *the first authenticated home coverage survey ever made in Chicago . . . a survey that has washed the camouflage of misrepresentation and distortion from Chicago's circulation picture.*

1 1 1

Investigation of the first twelve districts has been completed and the results published.

We'll be glad to send you a copy. Address your request to the Advertising Manager of—

THE CHICAGO DAILY NEWS

Grapefruit was a table luxury twenty years ago; today it is a common food. The consumption of apples, on the other hand, has been cut almost in half. The consumption of oranges has increased. It is estimated that the consumption of fresh fruits and vegetables, widely advertised by the chain stores, has practically doubled in ten years the market shipments now aggregating approximately 1,000,000 carloads a year."

That article was written in 1931 and was based on Government figures compiled after 1929.

It seems to me, my dear sir, that it is hardly necessary to labor the point any further. It should not be necessary, for instance, to point to the per capita consumption of tomatoes or to ask you what influence you think the advertising of such companies as Campbell and Heinz has. Nor should I have to mention the cranberry growers.

Of course, if I were a wheat farmer, I probably would be very pleased to see the advertising of oranges decreased. On the other hand, if I were an intelligent wheat farmer I think I might be one of the first to beat the drum loudly in demanding that the advertising of bread be increased.

Certainly, the fact that I was not getting enough for my wheat would not lead me to recommend that one of the most important factors in selling more wheat be discontinued. This, it seems to me, would be just a little like applying the guillotine to cure an ulcerated tooth.

Farm Prices Not the Fault of Advertising

As I said before, I am willing to agree with you that the farmers in almost every line have been receiving too little for their products. That, however, is not the fault of advertising. It is the fault of a very faulty marketing system.

Even the embattled dairy farmer is not going to have his condition improved greatly if all of the dairy companies in the United States cease to advertise. Such a move would merely cut down the per capita consumption of milk and

therefore reduce the per capita income of the dairy farmer.

Perhaps he would benefit in a very left-handed manner. If he is losing money on every dollar's worth of milk that he sells, I can see that some economic benefit would be conferred upon him were he forced to sell less milk and thereby lose less money. I cannot see, however, that when the time comes that he will receive a profitable return from his milk this reduced consumption is going to be of any great benefit to him.

Of course, my dear sir, I must admit to you that I am very much of an elementary economist. I have not had the benefits of advanced economic thinking. Undoubtedly, if one is advanced enough one believes the guillotine is a fine cure for the toothache.

Farmers and the Tugwell Bill

There is another matter about which I should be greatly concerned were I a farmer. That matter is the Tugwell Bill.

If the bill is passed as now written, I assure you that it will undoubtedly decrease the volume of advertising of food and drug products. It will simply mean that so many billions of printed salesmen for your products—*your products*, my dear sir, just as much *your products* as the products of the food companies—will be fired, thrown out of business.

The passage of the Tugwell Bill will result in a decrease in that advertising which has caused the increased consumption of tomatoes, of oranges, of vegetables. Which has held cereal sales as high as they have been. Which has saved the farmers that much reduction in their income even though the total sales of produce going into the manufacturers' cereals have been reduced.

Furthermore, if I were you, I should let the Administration in Washington know that I do not understand their logic when they insist that in the retail code only the flimsiest of provisions be made concerning price control.

I would point out, if I were a

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progressive farmer, to the members of the Administration who are so fearful that the farmer will be cheated if retailers are given a fair profit, I would say that, according to figures quoted in a recent book by G. D. H. Cole and Margaret Cole, in the United States of America in 1930, 22 per cent of the population was engaged in agriculture and fishing and 51 per cent in industry, trade and transport.

Unless my economics are even more at fault than I believe they are, it is my understanding that the 51 per cent buy the products of the 22 per cent just as much as the 22 per cent buy the products of the 51 per cent.

Let us take a little case. You live eight miles from a small city. We shall assume that tomorrow you go into that city and buy a certain amount of drug products. We shall assume further that, being a careful buyer, you shop until you get the lowest price. We shall assume that in getting the lowest price you buy from a druggist who, through unfortunate circumstances, is forced to sell at nearly cost figures. Let us assume that his net profit is 2 cents on your order—when at fair prices it should have been 12 cents.

Now that means that that druggist has 2 cents to put into the market. With the other 2 cents that he makes that day he has to buy food and clothing, to pay interest on the mortgage of his home and to pay the operating expenses of his store.

To be sure you have saved 10 cents. On the other hand, you have deprived a fellow member of your community, who should have made a profit of 2 cents, of 10 cents which he cannot use to buy merchandise.

Of course, in this particular transaction you seem to have benefited. But remember that while you were doing it, many of your neighbors were doing the same thing with the result that the next

time you bring some eggs to the city to sell you will not be able to sell your best grade eggs for the price that you should get because the merchants of that town will not be able to pay the price for good eggs that they really should pay.

Now, my dear sir, the merchants of that town probably want the best eggs. They probably will get the best eggs. But, because they cannot afford to pay you a living price, you will be forced to sell your eggs at a price which will be roughly comparable with the price that you forced the druggist to sell you your drugs.

Again let me apologize for my elementary economics—but it seems to me that sound prosperity and recovery are not built on that kind of basis.

I have kept you from your comfortable bed far too long, and for this I apologize. However, I hope that I have had some influence upon you to make you see that this intangible thing called advertising is just as important to the farmers of this country as their work horses.

I believe that you have undoubtedly been cheated by the force of circumstance. I sympathize with you greatly in your desire to make a decent and honest living, to educate your children, to take the mortgage off your farm, to improve your home.

For that reason I think it a reprehensible thing that gentlemen who pose as your friends—and many of them I believe sincerely think they are your friends—should follow a false star and a false logic which eliminates one of the strongest weapons there is to sell the products of the farm.

No, my dear sir, advertising is not an economic waste. At a time such as this it is an economic necessity.

Sincerely yours,

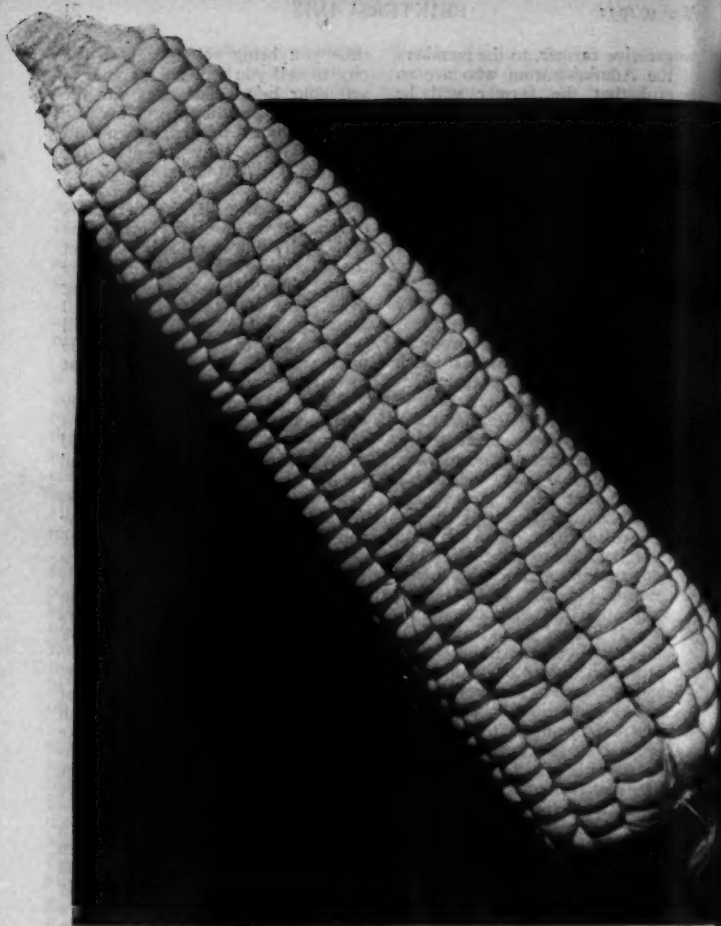
LARRY.

Joins "Yankee Plumber"

J. B. Chamberlain, formerly classified advertising manager of the Worcester, Mass., *Telegram and Gazette*, has joined the *Yankee Plumber*, Boston.

New York "Post" Appointment

Alan A. Wells has been appointed local advertising manager of the New York *Evening Post*, which he joined early this year.



THE BOONE MAN REPRESENTS
27 HEARST NEWSPAPERS

DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News
Washington Herald
Washington Times
San Francisco Examiner

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
Omaha Bee-News
San Francisco Examiner

Baltimore American
Washington Herald
Atlanta American
Seattle Post-Intelligencer

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HEAVEN

help the Uneven Ear

ONLY the even, perfectly balanced ear of corn ever takes a prize. The uneven ear stands no chance of success.

Sales campaigns are much the same. To succeed, a plan must evenly balance the requirements of every proposed market . . . must provide *what* the market wants, *when* it is wanted, and *when* the market has money to buy it.

Dependable information of this nature, vital to the success of every selling plan, oftentimes is

difficult to secure without excessive expense and delay.

In order to make it speedily available, the marketing divisions of 27 Hearst newspapers represented by the Rodney E. Boone Organization place extraordinary emphasis upon *constant* analyses of their 14 respective markets . . . *constantly* revising their findings through frequent personal investigations.

These vitally important statistics are available to all . . . upon request.

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
NEW YORK

Chicago Detroit Cleveland Boston
Philadelphia Rochester Atlanta
San Francisco Los Angeles Seattle

Scattered Quarter-Pages "Sell" Full-Page Announcement

Nash Strengthens New-Model Advertising with "Follow-Ups" in Humorous Style

AN excited gentleman, climbing into a taxicab, says to the driver:

"Drive me to Page 3—I want to see the 1934 NASH. I hear it's a pippin, with improved built-in quiet ventilation—Twin Ignition, valve-in-head motors—and coincidental starter. Let's go!"

That's in a quarter-page in this week's magazine advertising.

Turn a few pages in the same publication, and another quarter-page ushers you into an oculist's. Says the oculist to a patient, "Read that, sir!"

What the patient reads, displayed as if it were a test-chart, is this:
 "1934 NASH ALL WITH
 TWIN IGNITION. SEE PAGE
 3. THIS MAGAZINE."

Turn a few more pages and you're in a hotel dining-room. A

waiter, handing a patron a magazine, says:

"Don't forget, sir, the news of the 1934 NASH on Page 3. They say it's the most easily recognized car on the street—and all models have Twin Ignition valve-in-head motors."

And now a few more pages, and a fourth quarter-page takes you into the presence of an austere person at an information desk. A stout woman asks him:

"Can you tell me about the 1934 NASH?" And he tells her:

"Yes, madam, there's a picture of it on Page 3. And believe me, it's a beauty, with its 'Speedstream' lines—and built-in parking lamps and tail lights. Be sure to see it."

Thus Nash's up-front page announcing new models, is "merchandised" throughout the magazine:

and, of a total of two pages of space, one page—divided into quarters—does a job of selling the other.

The up-front page emphasizes four distinctive features: 80, 100, and 125 horsepower; coincidental starter, built-in quiet ventilation; and advanced style.

1934 NASH

All TWIN IGNITION
VALVE-IN-HEAD MOTORS



地址：上海路 邮编：200000 电话：021-55555555

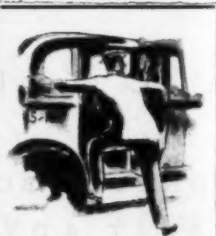
COINCIDENTAL STARTER

IN NASH SHOWROOMS from coast to coast the 1980 Nash is on display—all models with Turbo-Injection valve-in-head motors: a 1980 car styled with a new "Speedstream" grille that makes them wonderfully smart—the most "casually sophisticated" car on the street. And they're powered to make entering a sport again. Powered to take the load in traffic... to save costly and costly up hard-parking... to have power left when you've lost all you want! Add to your knowledge of motor car progress by visiting a Nash showroom today.

0000-0001-9300-0000

[illegible]

BAC SIX MONTH, 100-bk schedule, 90 days prior	STW to STW
ADVANCED SHORT TERM, 100-bk schedule, 90 days prior	\$0000 to \$1000
EMERGENCY SHORT TERM, 100-bk schedule, 100 days prior	\$0075 to \$1000
LONG TERM SHORT TERM, 100-bk schedule, 100 days prior	\$0000 to \$1000



*Drive me to Page 2—I want to see the 1994 NAACP. I love it's a picture—with improved health in quiet vegetation—Tina Turner, white-to-black nature—and ministerial nature. Let's go!

Beer Turns Sour

THE man who wrote this article declares that the beer business in the United States has reached a serious merchandising breakdown—a situation, however, that can be corrected. He ought to know what he is talking about. For he is prominently connected with a large brewery on the merchandising side and has personal acquaintance with and experience in the conditions he relates here. For good and sufficient reasons—most of which are obvious—he asks PRINTERS' INK to keep his name secret.

IN July of this year, a group of strongly financed individuals bought a brewery in a large New England city. None of the group had had any experience in the beer industry. As a matter of fact, none of them had ever sold a product intended for general consumption.

At the time the purchase papers were being drawn up, one of the advisers for the group very innocently inquired: "What are you going to do after you've bought the brewery?"

"What are we going to do?—Why make beer, of course."

"Yes, I know," answered the consultant, "but what about selling it?"

"Oh, don't worry about that," he was assured. "There'll be a market for all the beer we can turn out."

And in July that assurance was based on fact. Beer could not be turned out fast enough. But in August something happened. At what should have been the height of the season, beer sales fell off. Too much "green" beer foisted on an unsuspecting public was one of the reasons. In the meanwhile, new breweries were being opened.

By October, when this particular brewery pushed open its gates, beer was a drug on the market. Much to the amazement of the new owners, a clamoring mob did not storm the gates demanding the brew. An advertising campaign was rushed into, but without distribution there was little it could accomplish.

Now distribution is being built and advertising is going hand in hand with it. But the task of erect-

ing a distributive structure is terrifically complicated. And the reasons whereof should make constructive reading to merchandisers and interesting reading to beer drinkers.

As already indicated, beer production has more than caught up with demand. True, consumption in the winter months averages only one-third of the warm weather figure. But the production facilities that have filled the great vats to overflowing, with some beer actually turning sour due to too much aging, are now adequate to take care of peak demand and still leave a reserve supply. Incidentally, new breweries are still opening almost weekly.

The current over-production very promptly resulted in a host of evils. The first result, and the one most to be expected, was price-cutting. The slashing of prices to the trade has hit a mad pace. A common price for a barrel of beer is \$15. Distributors are buying it today as low as \$10. A common figure for a case of bottle beer for sale to dealers is \$1.45. Cases formerly sold at this price can be bought as low as \$1.15.

Nor is that all. Bad as these prices are, they represent merely the prices that are quoted in local markets. In their frenzied rush to dispose of their huge surpluses, the big brewers in the North are tearing South and accepting practically any offer made—just so long as the beer is taken off their hands. More than one brewer located in the North is selling case beer in various Southern points at \$1.15 a case and paying for the return of the

empty cases which takes another 8 to 10 cents off the price, leaving a net figure that just about covers bare cost.

More yet. On top of the actual price quotations prevailing in the current market, other concessions are being made. Outstanding among these concessions is a lavish generosity in the matter of signs. I have actually witnessed the installation of signs worth \$300 in stores whose volume would not produce a net profit to the brewer equal to that sum over an entire year if only the one brand of beer were sold. Inasmuch as retailers handle anywhere from two to fifteen brands each, and since the turnover of brands in stores is astoundingly high, those expensive signs are shaky investments.

But neither is that all. Beer is again being sold via the gentle art of commercial bribery. Salesmen are given large weekly allowances for "expenses." Part of that money goes for beer actually consumed by the salesman on the premises; most beer salesmen must have tremendous liquid capacities if they are to achieve anything resembling success.

Another part finds its way, none too secretly, into the pockets of restaurant managers, store clerks, bartenders, and others who decide which of several brands will be dispensed when a customer walks in and simply asks for a glass, or a bottle of beer. And still another part is simply forgotten: Mr. Salesman buys a drink of beer, leaves a \$5 bill on the counter, and with a wink departs, "forgetting" to wait for the change.

Back to the Old Evils

In brief, distribution is being bought precisely as it was in the good old days. Wholesale and retail outlets are cognizant of the situation and are becoming increasingly bold in their demands. I saw a flock of \$25 checks going out of one brewery in payment for space obligingly given by some retailers to display a medium-sized lithographed piece. Mingled among them were a few \$50 checks made

out to dealers who had demanded that figure—and obtained it. But that is bribery on a small scale. Larger dealers demand, and get, cooling equipment and other expensive paraphernalia.

When Prohibition was slapped onto a trade that refused to believe any such animal could exist, several hundred millions of dollars in dispensing equipment installed in retail stores but carried on the books of the brewers because it had never been paid for, had to be sold for junk. That costly lesson has already been forgotten. At the present pace, it will not be long before the situation in this respect is just about identical with that of the pre-Volstead days. Matters have reached a point where the State laws prohibiting a brewer from owning a retail outlet are being flouted, although this is not yet being done openly.

All this is bad enough. Unfortunately, though, the situation has still darker aspects.

Salesmen Control Their Outlets

Take the situation with regard to beer salesmen. Most of these men are poorly compensated. Many of them are paid between \$25 to \$40 weekly, plus expenses, when they work on straight salary. There is a big turnover in many sales forces. And when the salesmen leave one brewery and go to another they frequently take a good part of their volume with them because they sell not a brand of beer, but friendship plus price. In certain breweries, salesmen have from fifteen to twenty-five accounts with whom they practically live. They spend little or no time developing new business. If the management doesn't like their methods, they pick up their accounts and move on to another brewery.

The brewers suffer similarly when they sell through wholesale distributors. Only a minor percentage of wholesalers have any real brand allegiance. Their principal interest is price plus concessions. Today, they are shopping around from one brewer to another chiseling for lower prices and meeting

25 Consecutive Years of Daily Circulation Leadership

Circulation leadership and the preference of a majority of the people for a newspaper are one and the same.

And the ability of a newspaper to produce results for its advertisers can be accurately measured by the ability of that newspaper to win and hold the readership of the majority of the people, *year after year*.

The twenty-five year circulation record of The Indianapolis News speaks for itself. Ninety-seven per cent of The News total circulation is delivered *directly* to the homes of its readers. The majority of the people in Indianapolis and its trading territory read The News . . . they have confidence in it . . . and they respond to the messages of its advertisers.



THE INDIANAPOLIS NEWS SELLS THE INDIANAPOLIS RADIUS

New York
Dan A. Carroll, 110 East 42nd St.

Chicago
J. E. Lutz, 180 N. Michigan Ave.

with good success. Incidentally, most beer wholesalers guard the identity of their outlets with the greatest jealousy. The brewer selling through wholesalers usually hasn't even a speaking acquaintance with the dealers to whom his wholesalers sell. And as for the downright racketeering that is going on among certain elements among the wholesalers—well, that's a story by itself.

As for the retailer, whether he be a keg outlet selling beer on draught, or a case outlet selling bottled beer, or a combination of the two, he is very much in the saddle and, if you please, thoroughly cognizant of the enviable position he occupies. He knows that although there may be too much beer, there are not too many worthwhile dealers.

He knows that many retailers are not selling enough beer to cover their license fees and that licenses are being turned in: in some localities faster than new ones are being taken out. He will seldom turn his store over to one brand, not even though the brewer practically furnishes every bit of dispensing equipment. On the contrary, he handles very often every brand that comes along, for the simple reason that even those who succeed in getting only a single sample bottle in his store will frequently give him a concession or dealer help of some kind that is worth real money.

Repeal Casts a Shadow

Over all this merchandising hurly-burly lurks repeal. Although the brewers put up a bold front, they really have no notion as to what repeal will mean to beer. Privately, many of them admit that, at the best, repeal will not help the sale of beer. They know that we have always been a hard liquor people, and that the generation that has grown up during the last fifteen years "knows not" beer, although it is fairly well acquainted with other things to drink. And knowing these facts, the brewers are a bit worried. Many of them are going to step up the alcoholic

content of their brews just as soon as the law permits. Beyond that, few brewers have laid very definite plans.

The beer picture, then, divides itself into three parts:

1—Over-production.

2—Frenzied merchandising.

3—An already uncertain future complicated by the uncertainties of repeal.

What is the brewery to do about the situation?

If ever advertising was indicated, all the facts point unerringly to the utter need for a strong consumer campaign by the brewer who wants to build a lasting business. Consumer acceptance is imperative. Consumer demand is even more important.

The brewers can no longer live on their past reputations. Copy of the "Son, it was good enough for me" type will no longer do the trick. Beer needs plenty of advertising, and it needs strong advertising, with not even a hint of the institutional appeal.

Western brewers, such as Pabst, Schlitz and Anheuser-Busch, have been able to stray far from their home preserves and frequently entrench themselves in distant cities more strongly than local brewers because they have been courageous advertisers. These companies are past masters at the art of blanket campaigns. When they enter a town it is with a campaign that is planned as a single unit down to the last detail. While they by no means neglect the trade—their dealer campaigns are extraordinarily complete—they pound home their brand names to consumers with irresistible consistency.

The bonanza days of beer are over. A brewer now has only two choices—whether he prefers to be at the mercy of the trade or whether he prefers a certain amount of independence. The latter can be obtained only by building a brand acceptance that will brook no distributor interference.

After consistent advertising, the brewery business needs less of the old type of merchandising mind

and more of the new type. There were too many men in the old days who knew only one method of obtaining business—buying it. It is perfectly natural that many of these men should have again drifted into the beer business and they are at least partly responsible for the current deplorable merchandising situation. Beyond dispute, beer cries aloud for the modern merchandising mind.

And in addition to these two fundamentals, breweries also need something to take up the cold weather slack. As the situation now stands, every brewery wants to run full force all year round. Brewery capacity is too large to make that possible even in the summer months. In the cold weather months, from one-half to two-thirds of brewery equipment must

remain idle, because the demand is not there.

The old breweries, which carried on during Prohibition with legal products, have a good start in this direction.

The newcomers in the field, and it must be remembered that all over the country old breweries are being reopened by people who never before saw the inside of a brewery, will have to start planning. Otherwise, this winter's situation will be repeated every year, for over-production inevitably breeds merchandising ills.

And finally beer needs a gigantic co-operative advertising campaign. Expressed in the simplest language, beer must be sold as a drink and as each day brings us nearer to repeal that becomes increasingly true.

Spaghetti Circus



Criterion Photocraft

A SET of eight circus animal cages is being featured as a premium to help introduce Mueller's New Thin Spaghetti. The set is mailed flat by the company for six labels from this new product or from any of the Mueller macaroni products.

The cages are colorfully printed and by folding they may be quickly set up. Each cage contains a differ-

ent cardboard animal. Children use pieces of spaghetti for the bars. Little holes are punched in the proper places to make it easy to insert the spaghetti pieces for the cage bars.

"The Biggest Food Value on Earth," is the phrase which is printed in several colors on the top of each cage. The sides picture two of the Mueller packages.

"Money" Starts Publication

The Modern Era Publications, New York, have published the first issue of *Money*, a monthly devoted to stories of how people are making money under present-day conditions. Roy Quinlan, formerly with Lord & Thomas and founder of *Opportunity*, is editor and publisher. Harold J. Williams is business manager.

Adds Armature Account

E. Edelman & Company, Chicago, have purchased the Fredericks Armature Corporation, Chicago, and the Universal Armature Company, Boston. Advertising of the new Edelman armature division will be handled by The Fensholt Company, Chicago, which handles advertising for the parent company.

A Call to United Action

THREE days of discussion of problems confronting national advertisers constitute the program for the annual convention of the Association of National Advertisers, which will meet at the Wardman Park Hotel, Washington, from November 20 to 23.

Members and invited guests, who will include advertising agents, publishers and executives of businesses closely identified with advertising, are being told in their invitations that the importance of united action was never more necessary than at the present time. The program, both with respect to speakers and their topics, is planned to crystallize opinion on some of the major problems confronting the advertising fraternity.

Sessions on Monday and Tuesday morning will be open only to

members. For the first time reports will be given on major activities of A. N. A. committees so that a free interchange of opinion might be had among members on such matters as the Tugwell bill and the various NRA codes as these relate to advertising.

Beginning with a luncheon meeting on November 14, all sessions will be open to invited guests. Dr. Raymond Moley, editor of *Today* and former member of President Roosevelt's Brain Trust, will address a dinner meeting on November 14.

The greater part of the program on Wednesday will be devoted to talks by Government officials in an endeavor to gain some interpretation as to what are the policies of the various Government departments.

Has Pabst-ett Account

Needham, Louis & Brorby, Inc., Chicago advertising agency, has been appointed to handle the advertising of the Pabst-ett Corporation, a subsidiary of National Dairy Products Corporation being formed to take over the cheese business formerly handled by the Premier-Pabst Sales Company.

The new company will market a complete line of package and bulk cheese.

An aggressive sales and advertising program, featuring Pabst-ett, is being planned.

Northern Pump Elects Rusch

Hugh L. Rusch, who joined the Northern Pump Company, Minneapolis, a year and a half ago, has been elected vice-president and has been appointed Eastern sales manager.

Now with Dosch-Kircher

J. H. Johnson is now with The Dosch-Kircher Organization, Inc., Chicago, advertising. He was formerly sales manager of the direct-mail division of The Reuben H. Donnelley Corporation.

Appoints Henkel & Hastie

The Improvement Era, Salt Lake City, has appointed Henkel & Hastie, publishers' representatives, Chicago and New York, as its advertising representatives.

Represents Canadian Paper

The Peterborough, Ont., *Examiner* has appointed Prudden, King & Prudden, Inc., New York, as its national advertising representative.

Heads Ohio Circulation Group

Ben J. Hoffman, circulation manager of the Columbus, Ohio, *Citizen*, was elected president of the Ohio Circulation Managers Association at its convention held in Columbus. Glenn Cox, *Dayton News*, was named vice-president and Lewis F. Mottice, *Marietta Times*, was re-elected secretary-treasurer.

Ayer Adds to Staff

Edward C. Boykin, formerly with Frank Presbrey & Company, has joined the New York office of N. W. Ayer & Son, Inc. C. K. Liller has rejoined the New York staff as an account executive. He has been with the special sales division of the American Sugar Refining Company.

Raoul Blumberg Joins Washington "News"

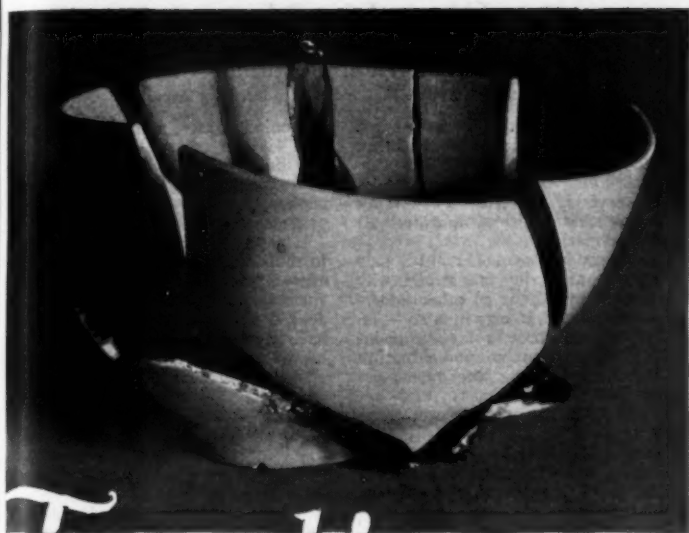
Raoul Blumberg, formerly with Liberty, has been appointed promotion manager of the Washington, D. C., *Daily News*, a Scripps-Howard paper.

On Relief Board

John Pierre Roche, president of Roche, Williams & Cunningham, Chicago advertising agency, has been appointed a member of the Illinois Emergency Relief Commission.

With Sommers

Morton G. Blum, recently with the Viking Products Corporation, is now Eastern sales manager of the Sommers Appliance Company, Saginaw, Mich.



Timed!

THE CAMERA CATCHES THE FALLING CUP OF COFFEE AT THE MOMENT OF IMPACT. Exposure 1/75,000th of a second. This "ultimate" in high speed photography serves many fields of modern industry. Developed by Messrs. K. J. Germeshausen and H. E. Edgerton of the Mass. Inst. of Tech.

OVERCOATS are sold on cold days; rubbers on rainy ones. Ads are read in a reading mood; money spent in a spending mood. Magazine newsstand buyers are active shoppers buying reading matter for *immediate* use.

Well timed is the advertisement circulating among newsstand buyers. Well fitted for sales building is the maga-

zine enjoying a large newsstand circulation.

True Story Magazine leads in newsstand sales. Sells more copies per issue than any other magazine, at any price.

If "just folks" buy your product, buy 1934 advertising in True Story... 78% housewives, no duplication, rate per page per thousand from 27% to 37% lower than other women's magazines.

Copy Is a Noun

By Milton Goodman

Partner, Lawrence C. Gumbinner Advertising Agency

TO put it gently, there is much too much reliance on the other fellow's ideas in current advertising.

Somebody invents a striking phrase and it is paraphrased all over America.

Somebody else works out a new appeal and it is straightway adopted by dozens of other advertisers. Again, it may be a style, an art technique, or a layout device like the "balloon" now breaking out in a rash among the type-faces everywhere.

"Copy" is a noun. "To copy" is something else again. It is one thing to profit by technical advances in the business of advertising, but it is an entirely different matter when an advertiser lifts, swipes, steals and builds his advertising on piratical and parasitical "adaptations."

It is conceded at once that a certain amount of piracy is only apparent and not real. Certain ideas are in the air, borne with the news, the times and the fashions. Others are so fundamental that several advertising minds may well discover them and use them independently and simultaneously. And finally, some of it is subconscious acquirement of ideas without conscious intention.

But there it stops. The rest is piracy. And advertising bred of other advertising tends to be so all of a pattern that a good advertisement is notable among the pages. Back of all this copying of copy is

lazy-mindedness and cowardice. Too lazy to create, too craven to try something new, the advertising man plays safe, and does the hackneyed thing hallowed by the usage of others.

It is this formula-thinking and formula-writing that produces so many advertisements bristling with "new" and "amazing." All of these devices are good. And all of them have worked. They begin to fail, however. They have been used too often to convey messages that are not "new" and "amazing." The tried-and-true in advertising is only relative. When all is "tried and true" there is nothing interesting. No reason for reading. No cause for remembering.

Advertising cliches and the other fellow's ideas are to be avoided not only in a decent pride of craft but out of a wholesome respect for results.

It is the fresh new appeal, clothed in fresh new phrases, that rings the bell. The statistical-minded advertising man doesn't think that way. He searches for a formula, for a tested method, for a procedure already developed, tried and found successful.

There is no use denying that small successes have been built that way. But invariably, the big success, the advertising put-over, blazes new trails. Imagination, in a dull drab world, still lights the way.

You cannot copy success. You can only copy "copy."

Now "Electric Welding"

Industry and Welding, published by the Industrial Publishing Company, Cleveland, has changed its name to *Electric Welding*. Harold S. Card has been appointed editor.

Appoints J. W. Hastie

The American Bar Association Journal, Chicago, has appointed J. W. Hastie, New York, as its Eastern advertising representative.

Gruen Advances Blackham

W. C. Blackham has been promoted to the position of executive vice-president of The Gruen Watch Company, Cincinnati. Mr. Blackham also continues in the capacity of comptroller.

Pearce with McKim

John D. Pearce, son of C. T. Pearce, president of A. McKim, Ltd., Canadian agency, has joined the Montreal office of that agency after five years' experience with the *Toronto Daily Star*.

The Salesman's Saturday Night

Ways of Getting Him to Send in a More Shipshape Expense Report

By Frank Atha

Of J. A. Folger & Co.

IT was a dark and stormy night—Saturday night, to be exact—and weekly expense reports were being made out in scores of towns all over the company's territory. Some were masterpieces of detail, drawn up like a banker's report—some were products of the imagination, indefinite from the Monday column to the Saturday total.

Generally, however, the so-called "swindle sheets" were accurate copies of notes jotted down during the week. A few represented all degrees of carelessness and one, maybe two, were just plain crooked.

It wasn't entirely Big Bill's fault that he had so many gasoline consuming re-calls to make over his territory. The Credit Department didn't give him much help, unless letters of prodding could be considered help, so he just naturally had to make those re-calls for collections, whether they were five miles back or fifty miles out of the way.

Of course, it ran up his mileage and it surely cut in on his time, but the credit manager didn't consider traveling expenses when it came to making collections, nor did he advise with the Sales Department often about re-calls. So Bill knew the assistant sales manager would be certain to hound him about neglecting his quota of calls on prospects.

The company for which his friend George traveled not only helped with collections, but worked with him to keep his territory routing on the four-leaf clover basis. "You know," he explained to Bill; "with the headquarters town at the stem and four loop routings of one week each."

That was a kind of firm, Bill thought, to be grateful for. Here was he, away from home, spending a lonesome week-end, while back in Springfield Junior was playing End in the game with Mayview High.

All for the want of organized routing and a little office co-operation, it was costing plenty—hotel—meals—excess mileage and car expenses, to say nothing of disappointment for Junior. No wonder Bill was just a little sore about the situation.

Very few firms pay expenses in a salesman's headquarters town these days. That often accounts for bachelor salesmen avoiding their home towns. It costs the company a little when they pay, but it doesn't amount to much and it is made up by the home-loving fellow who spends as much time there, as possible. Of course, it is to be expected that domestic difficulties occasionally make a salesman *prefer* to stay away from home over the week-end—sometimes it is just a promise of a congenial session of poker.

When the boss gets to studying expense reports and finds that for weeks in a row they show expenditures in some one town more frequently than necessary, he can hazard a guess that his sales ambassador is routing back and forth through that town on account of a farmer's daughter, or maybe a cigar girl.

It's Easy to Tip—with the Firm's Money

Levinski sells novelties and takes longer trips. He is gone sometimes two or three weeks at a time—travels by train and is known from Cleveland to Kansas City as the "porter's best friend." Man, what a tipper! Bellhops—waitresses—elevator boys and the barbers all get an extra dividend on his expense account.

Levinski's brother salesmen are almost as generous as he, because of the firm's lax policy. Such generosity is unnecessary, and if the sales manager would simply do two things, he would save the company enough every six months to

put on a sales contest with cash prizes.

Two simple things. 1—Adopt the policy of "Company pays for no tips, drinks or cigars." And 2—Strike off all headings and columns for tips, telephone, laundry and incidentals from the expense sheet.

It is a particular saving to give the ax to that "Incidental" column. If ever there is a temptation before a salesman, it is on Saturday night with a pen poised over Incidentals.

The "Reverse the Charges" Habit

A lot of fellows like Levinski have the telephone and telegraph habit. It's almost a mental disease, a complex for handling even their regular business in a "big shot" manner. These business giants are the culprits that have made "Reverse the charges" and "Send in collect" as troublesome as F.O.B. The French used the guillotine, but the ax is also good for these abused expense privileges.

Jack's firm used to furnish each of its representatives with an automobile in which to travel, and although Jack wasn't particularly hard on his car, he would howl for a new one about every fifteen months. Being a good man, and a real producer, he usually got it too. In fact, most of the company's eighty-odd men rated a trade-in every two years or less because the firm charged off \$30 every month to depreciation, besides insurance. Repairs, gas, oil, tires and garage were entered on the weekly expense forms. The annual car budget looked like the War Debt, what with 50 cents or 75 cents per night for garage and all the semi-necessary repairs.

Then the company began to get wise. First it gave the word to let the bus "set out" in towns where the law allowed. "We can paint it twice a year for our nightly storage bill alone," the sales manager wrote to the men. Then fire and theft insurance was dropped—to save a premium that would buy a couple of new cars every year, if that many were stolen.

Finally, Jack's firm made a really forward step. It decided on a plan

that better suited both the salesmen and house, that of selling the company cars to every salesman at a reasonable price. This eliminated an overhead investment of approximately \$40,000, and that money became capital for the purchase of raw material used in production, and now it's earning dividends.

But what about Jack's car expense? Well, Jack was allowed a flat \$75 per month to run his car, carry his own insurance (including liability for the company) and take care of depreciation and repairs. With this plan he may garage it or lock it up outside, and he can buy a new one whenever he wishes. In city territories, \$50 per month was allowed because of lesser mileage, better roads, etc. Jack and the firm's other salesmen are better satisfied than before, and usually come out a few dollars ahead every month.

Paul Wilson's expense report was a lot like Levinski's. However, Paul wasn't so generous. He just conscientiously believed it was as legitimate to pad the "sheet" as it is the shoulders.

Using the Postmark Check-up

Paul usually got his expense account dividend through the hotel and meal columns. And of course, it was obvious to the sales manager, but aside from writing Paul to cut it down, nothing was done for a time. It was this fellow's stunt also, to go home Friday afternoon but to enter his routed Friday night hotel and town on the expense report with the regular charges. Soon the company used its periodical method of check-up—that of comparing the postmarks on the envelopes containing Paul's mail with the towns listed on his expense sheet. To make the story short, and the selling cost less, he was thereafter given a flat expense allowance.

This postmark comparison seldom fails, and is used largely to check men who are not really after the money but who merely like to go home early. These timid souls fear censorship from the office and hesitate to show their early arrival

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home on the expense sheet. They simply enter the charges to make it look right.

Here is a thought about field men who travel by automobile and whose work keeps them out weeks at a time. Mr. Baker was just such a man, and he sold his firm on the economy of traveling with his wife. "We have no children and the transportation cost would not be increased," he pointed out, "but the big saving would be in time which was lost and money which

was spent in returning every two or three weeks to see the wife." With the new plan he has her with him and stays out at least six or eight weeks at a time. The firm audits and approves the slightly larger hotel bill and finds itself money ahead and with a better satisfied field man.

It is through almost revolutionary ideas that the "swindle sheet" has become a Dignified Report in many businesses—maybe the Depression helped.

Canadian Advertisers Elect

A. M. Miller, Chrysler Corporation of Canada, Ltd., Windsor, was elected president of the Association of Canadian Advertisers at its annual convention held at Toronto last week.

Vice-presidents elected were: J. M. Raymond, Canada Dry Ginger Ale, Ltd., Toronto; L. R. Greene, Tuckett, Ltd., Hamilton; R. J. Ambler, Northern Electric Company, Ltd., Montreal, and G. M. Bertram, Lever Brothers, Ltd., Toronto. G. S. H. Carter, Toronto General Trusts Corporation, Toronto, was elected treasurer.

The following are directors: W. F. Prendergast, Imperial Oil, Ltd., H. H. Rimmer, Canadian General Electric Company, Ltd.; V. A. Smith, The Parker Fountain Pen Company, Ltd.; T. H. Corpe, General Motors Products of Canada, Ltd.; B. W. Keightley, Canadian Industries Ltd.; A. I. W. Loader, The Borden Company, Ltd., and E. G. Skirrow, Dunlop Tire and Rubber Goods Company, Ltd.

Change in Ownership of Stephens, Kindred

George C. Kindred, president, and Waldo B. McLean, vice-president, have acquired from Roger Stephens and Charles Eddy all of their holdings in Stephens, Kindred & Company, Inc., New York, lithographic advertising. Mr. Stephens and Mr. Eddy have resigned as directors. Sales, factory and office personnel remain unchanged.

Liggett Has Own Agency

Carl Liggett has sold his interest in The Krichbaum-Liggett Company, Cleveland, of which he was vice-president for thirteen years, and is conducting his own advertising agency under the name of Carl Liggett, Inc., at 1006 Leader Building, Cleveland.

To Introduce British Pipe

The British Buttner Pipe is being introduced into the United States by the Buttner Pipe Corporation of America, with offices at New York. Atherton & Currier, Inc., New York, has been appointed advertising counsel.

Buy Los Angeles "Record"

The Post Newspaper Company, through LeRoy Sanders, has acquired the controlling stock interest in the Los Angeles *Record* from the Scripps League. Staff and equipment have been merged and a new enterprise has been launched as the *Post-Record*, an evening paper.

Owners and publishers are: Mr. Sanders and Zack J. Farmer. Mr. Sanders for fourteen years was publisher of the Northwest papers in the Scripps League. Five years ago he sold the major part of his holdings in those papers.

Mr. Farmer left newspaper work some years ago to become managing director of the Community Development Association, Los Angeles. For the last five years he has been managing director of the Tenth Olympiad Committee.

In recent years the Scripps brothers have made their home in Seattle and it was their desire to concentrate their efforts on their Northwestern newspapers, it is stated, that prompted them to dispose of the controlling stock in the *Record* to Mr. Sanders.

Ellis D. Slater Joins Frankfort Distillery

Ellis D. Slater has been appointed vice-president of The Frankfort Distillery, Inc., Louisville, Ky. With offices in New York, he will have the additional duties of directing sales in the East. Mr. Slater had been with the U. S. Industrial Alcohol Company as general sales manager.

Appointed by Santa Fe

Roger W. Birdseye, special representative of the advertising department of the Atchison, Topeka & Santa Fe Railway System at Santa Fe, N. M., has been appointed assistant advertising manager of the lines, with headquarters in the Chicago office.

John Budd Adds to Staff

Harry H. Watson has joined the New York sales staff of The John Budd Company. He was for nine years with the Scripps-Howard Newspapers in New York. More recently he has been with the *New York American*.

Some Facts About Women

What They Do and Like, Marketwise, as Told to the Sales Executives Club of New York.

By Henry C. Link

Secretary-Treasurer, Psychological Corporation

DURING the last two years we have interviewed almost 12,000 different women in their homes, in more than sixty cities and towns. The work was done among groups of 1,000 to 2,000 on eight different occasions by students under the direction of the psychologists.

The studies were made, not primarily to discover facts about women, but to discover methods or tests by which *reliable* facts could be obtained. The facts I shall now enumerate are facts that belong to no one but the psychologists who did the work.

Last May we asked women in the 32 per cent beer States, whether they had tried one or more bottles of the new beer. They had, said 49 per cent; and of this number, 71 per cent said they liked it—that is, about 35 per cent of the total number had tried it and liked it. However, 39 per cent of this number drank beer before Prohibition. Therefore, the new brew had not yet achieved its pre-Prohibition magnitude among women in point of numbers of drinkers.

Last December 89 per cent of 2,000 women in forty-three cities and towns, had radios in their homes, and 96 per cent of these radios were in working order. Their knowledge of radio programs was amazing, but their knowledge of the products advertised varied considerably, making it obvious that the popularity of a program was one thing and the success with which it registered its product quite a different thing.

Women read magazines, newspapers, and books, on the average of about one and one-half hours a day. Getting meals and doing dishes takes them about three hours.

Shopping and mending about one and one-half hours. Dressing and personal attention, about one hour. Leisure time spent in activities other than reading, about one and two-thirds hours.

Thirty-one per cent of the women smoked cigarettes, as compared with 69 per cent of their husbands.

Among 1932 women seen the first week in October, this year, in forty cities and towns between here and San Francisco, 61 per cent had automobiles in their families. Of this number 70 per cent believed *all steel bodies* were safer than bodies of steel and wood. These women knew their gasolines and lubricating oils, because 91 per cent of them named the brand that they, and in some cases, their husbands had bought last.

Women are not so much interested in the nutritional value of foods, at least as described by advertising, and are growing less so. We have tested three campaigns using the vitamin appeal very strongly. In no case did the results show much interest. Our conclusions are that women are being guided more and more, in matters of nutrition, by the professional articles and statements bearing some kind of medical authority.

We have found women quite interested in appeals stressing economy and convenience in connection with food. Freshness and taste have also been powerful influences, judging by our tests on about twenty themes.

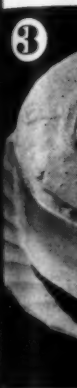
Women are interested in beauty and romance probably as much as ever, but appeals of this kind, to



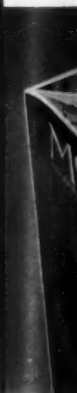
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RECIPE FOR PREFERRED POSITION. First decide what mood you want your reader in. If you're selling a product with a romantic, pleasure-making side to it—for instance, vacation trips, automobiles, cigarettes—tell her when she is *looking* for pleasure on the pages of **McCALL'S FICTION AND NEWS**.



AND IT'S JUST AS EASY TO GET her attention to your new face powder, or astringent, or foundation garment, if you wait until she's in the mood to improve her figure, her complexion, her own charm. At the *right time*, she's as eager to get your help as you are to give it. And that time is when she is studying the subject on the pages of **McCALL'S STYLE AND BEAUTY**.



IT COSTS YOU 31% LESS TO HAVE A READER SEE Y

ER WHEN SHE'S IN THE MOOD TO LISTEN!



OR SUPPOSE YOU want to talk baking powder, or bathroom fixtures, or babies. Wait till she is *thinking* about the intricacies of homemaking and your story will echo her mood instead of interrupting it. You will find she responds to your suggestions on household equipment, foods, or child care when she is reading articles that *create* this mood, on the pages of **McCall's HOMEMAKING.**



AS A MATTER OF FACT, what the new McCall's does is to make an appointment for you, the advertiser, with the woman, when she is ready to listen. That is why this triple magazine, matching as it does the triple mood of every woman, makes your advertisement 31% more effective. For facts from advertisers, write McCall's Magazine, 230 Park Avenue, New York.

ADER SEE YOUR PAGE IN THE NEW McCALL'S

be successful, must be based on realities or have news value.

They see far more advertising than they believe or are impressed by.

To impress women, our tests show that it is necessary to discover something that they are already interested in, a common friend, and then use that as a vehicle by which to cement a new friendship.

Are women influenced by dealers? Indirect evidences lead us to conclude that they are, but not much. Some day, we hope to have much more specific facts on this important question. Partial evidence leads me to *guess* that we shall find that for one new brand

which the dealer influences the woman to buy, she influences him to buy or stock ten.

* * *

In February, 1933, 37 per cent of the women said their city should take care of unemployment relief; 20 per cent said the State; and 27 per cent said the Federal Government; 6 per cent said all three. In April, 78 per cent of the women said that the slogan "Buy American" had not led them to refuse any article *not* made in America. The first week in October, 50 per cent claimed that the NRA, from what they had seen of it in their immediate neighborhood, was working well, 25 per cent said it was not, and 25 per cent didn't know.

Frederick & Mitchell, New Chicago Agency

Frederick & Mitchell, Inc., has been organized at Chicago to succeed to the business of the Green, Fulton, Cunningham Company. It will maintain the same personnel as the agency it replaces.

Karl A. Frederick and Harry Mitchell are the principals. Mr. Frederick has been with the Green, Fulton, Cunningham agency since 1926. Mr. Mitchell joined Green, Fulton, Cunningham several months ago, following an association with J. Stirling Getchell, Inc.

Accounts handled include Nash Motors Company, Kenosha, Wis.; Boyer International Laboratories, Chicago; Fitzpatrick Brothers, Chicago; Prima Company, Chicago, and D. D. D. Corporation, Batavia, Ill.

An office has been established at Los Angeles, with Todd Reed in charge.

Death of C. B. Longyear

Charles B. Longyear, who represented the *People's Home Journal* for a number of years in New York and New England died recently at Piedmont, N. Y. He resigned from the *People's Home Journal* in 1929 and later was with *Needlecraft* and *The Forecast* Radio School of Cookery, conducted by *The Forecast*.

Cooper with "F.T.D. News"

Paul Cooper has been appointed advertising manager of the *F.T.D. News*, Detroit, florists' publication. He recently has been with Stair-Jordan-Cerre, Inc., Detroit, and succeeds Miss Christine Dawson, resigned.

Represents Drug Almanac

The W. B. Ziff Company, publishers' representatives, New York and Chicago, has been appointed advertising representative of the "National Association of Retail Druggists Almanac."

Heads Western Golfers

H. G. Schuster, of the Zepp-Schuster Company, was elected president of the Western Advertising Golfers' Association at its recent annual meeting. He succeeds E. R. Goble, of the Stack-Goble Advertising Agency.

Other new officers are: First vice-president, H. E. Cole, Crowell Publishing Company; second vice-president, S. R. Penfield, Curtis Publishing Company; secretary, D. D. Sperry, *Good Housekeeping*; treasurer, H. W. Markward, *True Story*.

Elected directors for the coming year were: Lloyd Maxwell, Roche, Williams & Cunningham; H. S. Irving, Irving-Cloud Publishing Company; H. K. Clark, New York Sun; R. W. Richardson, *Liberty*; C. D. Freeman, *Popular Science Monthly*; T. S. Dowst, Dowst Manufacturing Company; Malcolm MacHarg, *McCall's Magazine*. J. L. Sugden, J. L. Sugden Advertising Company; and Mr. Goble.

Appoints Larchar-Horton

The Morris Plan Company of Rhode Island has appointed the Larchar-Horton Company, Providence, R. I., to direct the advertising of its Providence office and its branches throughout the State. Newspapers and radio will be used.

Joins McMurphey

R. B. Laing, formerly account executive with the W. S. Kirkpatrick Advertising Service and later editor of the *Oregon Golf & Sportsman*, has joined the staff of George McMurphey, Portland, Oreg., advertising.

Dow with Los Angeles Agency

Allen Dow, formerly with the editorial staff at New York of *PRINTERS' INK*, is now with the Los Angeles staff of Beaumont & Hohman, advertising agency.

No Cause for Worry in All This Socialized Individualism

Economist Says NRA Is Bringing Social Revolution, Making Possible Co-operation between Producers, Plus Government's Big Stick

PROFESSOR SELIGMAN has concluded, after considering the NRA, AAA and other activities of the Government, that "an economist may contemplate the present scene in the United States without trepidation." His reasons, as presented in the "Independent Journal of Columbia University," published for the School of Journalism by the University Press, may reassure many business men who believe we are on the road to ruin via socialism and inflation. He sees ample room for freedom, individual energy and invention; but at the same time he believes the NRA can lead to a healthy economic society.

By Edwin R. Seligman

McVicker Professor Emeritus of Political Economy, Columbia University

ON its surface the contemporary American scene presents a picture of complexity and confusion. The day's news, running from a comforting "620,000 Rise in Jobs Shown for September" to a disturbing "Nebraska Revolt Flares Over NRA" serves only to muddle the picture still further. Everywhere there is doubt and uncertainty.

Yet underneath the surface the essential facts fit into a single pattern. This pattern, moreover, should set our minds at ease. It shows, for example:

That the depression is ending;

That, for the first time in history, recovery from the bottom of an industrial cycle is being speeded consciously and effectively;

That fear of uncontrolled inflation has little basis in fact;

That we are not on the way to Bolshevism, Fascism, or any other form of autocracy; but

That we are in the midst of a social revolution, within the framework of capitalism, which promises lasting benefit.

Let us trace this pattern briefly, from its beginning.

It is sometimes overlooked that when the Roosevelt Administration took office two things primarily must have been in the minds of the

President and his advisers. The first was to rid industry of unemployment; the second was to relieve the farmer and small land owner.

Although distinct in origin and still separate, both called for a rise in prices. Unemployment was aggravated by the vicious circle of deflation in which the decreasing demand due to unemployment lowers prices, thus discouraging industry, and in turn again increasing unemployment. Higher prices, it was contended, would halt this deadly swing, and perhaps reverse it. Similarly, higher prices would lessen the burden of the farmer's debt, which is his major trouble.

It happened that of the two the farm trouble was politically more urgent. It was, however, by no means new, either politically or economically. The same uproar always arises whenever a sudden change in values makes the burden of debt intolerable. So it was in Greece in the time of Solon, in Rome during the constitutional struggles, and in our own previous depressions beginning with the stay-laws of the 1820's.

The problem of deliberately halting deflation, on the other hand, was both new and more difficult. It meant that business had somehow to see its way clear to profits

Worcester, Massachusetts

Worcester Music Festival Breaks All Records

Held last month in Worcester's newly-dedicated \$2,000,000 memorial auditorium, the 74th Worcester Music Festival eclipsed every attendance record in its long and glamorous history. For six successive nights the great new auditorium was packed practically to capacity by music lovers gathered from far and near to hear Ponselle, Hackett, Sanroma and other artists in an event which has become a classic of the musical world.

1933 Festival Attendance 19,000 Previous Record Attendance 7,500

To music lovers, the Worcester Music Festival represents a veritable feast of good music by great artists.

To artists, it represents an opportunity so great that some have crossed the sea for the express purpose of a Festival appearance.

To advertisers it represents an opportunity for business of the most profitable kind. The people who comprise a Festival audience are people accustomed to living well and dressing well. They are able to buy not only the necessities of life, but luxuries as well.

This rich and responsive market may be adequately cultivated through these newspapers ALONE.

Population of Worcester 195,311; city and retail trading zone (ABC) 433,287.

Of all families in Worcester and throughout the retail trading zone which every day receive in their homes a Worcester newspaper.

85% Read the Telegram or Gazette in Their Homes Regularly—Six Days Every Week.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives
New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

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—to selling goods at more than the cost of production, and this, too, at a time when every bank in the country was closed, thereby bringing us to the brink of a new downward swing in the circle of deflation. The first move, then, was to put the solid banks on their feet, the second was to insure profits.

Ways in Which Profit Can Come

Profits can come in only two ways. Either the conditions of the equilibrium must normally change so that demand exceeds supply, or demand must be increased artificially. So far as the natural change in the equilibrium is concerned, the gods are fighting on the side of President Roosevelt. All over the world there has been in many commodities a gradual diminution of stocks and goods on hand, with the resulting tendency on the part of prices to rise.

Increasing demand deliberately, however, is something new. It can be accomplished either through Government expenditure, as in public works, or it can be achieved by raising the income of that part of the population which does the bulk of the buying—namely, the wage earners and the small-salaried class. This is the basis of the labor sections of the National Recovery Act. They are designed to increase the income of the vast mass of consumers, to render possible profits and thus to halt the downward spiral of deflation.

Of far greater moment than this, however, are the permanent and far-reaching social effects of the National Recovery Act at both the top and bottom of the economic scale. So far as labor is concerned, for example, the Act means the end of child labor, minimum wages, more leisure through shorter hours, preparation for unemployment insurance, and recognition of collective bargaining. All this holds within it a prodigious promise of social benefit. But this is not all. Something comparable is happening at the other end of the industrial scale.

Business men can earn profits in

two ways. They can do so by establishing a monopoly or quasi-monopoly—a practice the abuse of which the Sherman and Clayton Acts sought to prevent—or they can do so if the general level of business competition is raised and unfair competition is eliminated.

This is the deeper meaning of all the industrial codes, more significant even than their temporary purpose of raising prices. The codes mean the partnership of Government and business; they mean co-operation between producers, plus the Government's big stick. In the past neither was possible. The anti-trust laws virtually prevented co-operation within industries and the Government big stick was decried as involving socialism. But now we have them both and a new charter for labor as well, with a result that the whole is no less than a social revolution.

There are many earnest men who, even if this social revolution does not trouble them, are nevertheless in a nervous fear of uncontrolled inflation. A reading of economic history, however, indicates that their fears, although comprehensible, are in large part groundless.

We shall in all probability not have uncontrolled inflation because, in the first place, as a result of the natural life history of business cycles, prices a year hence will doubtless be higher than they are at present. They may indeed fall again in the interval, but because of the probable restoration of the economic equilibrium as well as of the effects of NRA they will almost inevitably advance in the end.

The Influence of Repeal

In the second place, the one great reason for uncontrolled inflation does not now exist in this country. For this we largely have the repeal of Prohibition to thank. Were it not for repeal, a disastrous inflation might even now be on the way. But whisky and beer alone can be expected to yield the Government over a billion, thus augmenting the revenues so sub-

stantially over the expenditures that taxes can be lowered. As a consequence the real urge toward inflation which has appeared throughout history—a Government deficit—will be removed.

What ordinarily happens is that fiat money, for whatever purpose issued, soon becomes an adjunct to the public revenue. Inasmuch as the Government cannot collect enough taxes, it prints ever more money and collects ever less real value in taxes, with a result that uncontrolled inflation soon runs its sad course. So it was in America during the Revolution, in France at the time of the assignats, and in Germany and other European countries after the war. But the urge to print currency for Government revenue fortunately does not now exist in the United States.

It is true that there may be in store for us a larger issue of paper currency and that too, before very long. But this need upset no one. If it comes about, it will be primarily in order to pacify the farmers oppressed by low prices and the burden of debt. The farmers will find, however, that while prices for their products rise, the cost of the things they buy will also rise.

Is it not probable that as this fact comes home to them their enthusiasm will lag? Meanwhile the opposition may be expected to gather strength so that, lacking the primary urge to further inflation, the movement will probably be arrested.

Nor need anyone fear budgetary inflation on the ground that the Government is spending huge sums and borrowing the money to do so. To do otherwise is to deny the legitimate use of credit. So long as interest and amortization on what the Government borrows can be paid out of current revenue in the ordinary budget, the process is fiscally unexceptionable.

These, then, are the reasons why an economist may contemplate the present scene in the United States without trepidation. A tremendous effort is being made both to hasten recovery, and to engender a permanent and profound social change. Although it is true that we find critics in our "10 per centers," the striking part is that for the first time in history the great leaders of industry have become conscious of their social responsibility. They know that we must and will allow ample room for freedom, individual energy, and invention. But they know also that we must raise the level of competition, and that we cannot have a balance between production and consumption—in other words, a healthy economic society—without a little more income for the under dog, even if that implies a little less for those on top.

Although frightened little business men may have accepted the National Recovery Act only as an immediate way out of the crisis, it is leading us toward the socialized individualism that has long been adumbrated by scholars. And now it is, I believe, here to stay.

With Sawyer, Ferguson, Walker

William C. Johnson, for the last nine years with the John Budd Company, has joined the Sawyer, Ferguson, Walker Co., publishers' representatives, at New York.

Andrew J. O'Flaherty, who formerly was with the New York *Mirror* and the Alfred J. Wallerstein Agency, is another recent addition to the New York staff.

Has Burner Account

The H. C. Little Burner Company, Inc., San Rafael, Calif., has placed its advertising account with Edwin P. Gerth & Company, San Francisco. While at present distribution is limited to the Pacific Coast, plans for national distribution are being made.

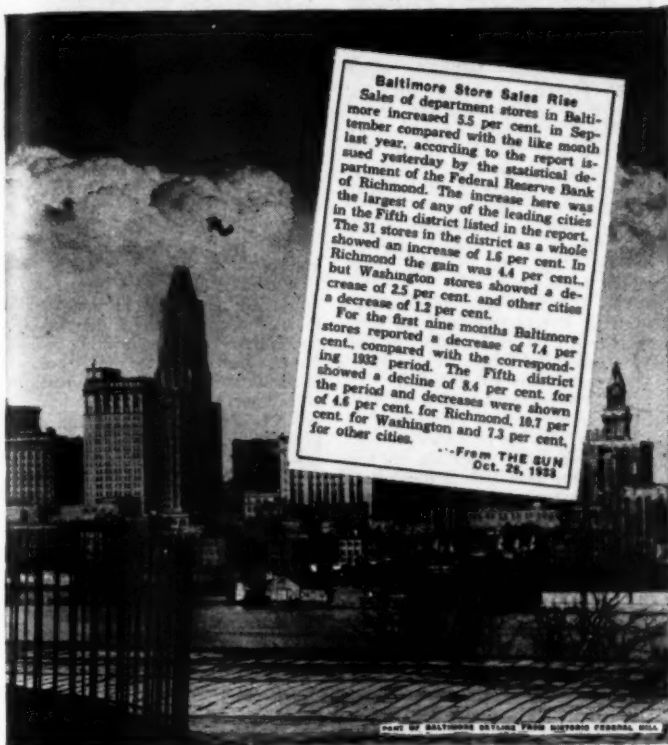
Death of N. A. Wolcott

Newton A. Wolcott, fifty-eight, vice-president and general manager of the Packard Electric Corporation, Warren, Ohio, died recently. He had been with the organization since it was a small business and was president of the company before it became a division of General Motors Corporation.

Changes on Don Lee System

Arthur J. Kemp, formerly sales manager of radio station KHJ, Los Angeles, has been appointed sales manager of KFRC, San Francisco. He succeeds Hassel Smith who will remain in the sales department of KFRC. Murray Grabborn, of the KHJ sales department, has been appointed sales manager.

Baltimore Department Store Sales Continue to Show Gain Over 1932



Baltimore Store Sales Rise
Sales of department stores in Baltimore increased 5.5 per cent. in September compared with the like month last year, according to the report issued yesterday by the statistical department of the Federal Reserve Bank of Richmond. The increase here was the largest of any of the leading cities in the Fifth district listed in the report. The 31 stores in the district as a whole showed an increase of 1.6 per cent. In Richmond the gain was 4.4 per cent., but Washington stores showed a decrease of 2.5 per cent. and other cities a decrease of 1.3 per cent.

For the first nine months Baltimore stores reported a decrease of 7.4 per cent., compared with the corresponding 1932 period. The Fifth district showed a decline of 8.4 per cent. for the period and decreases were shown of 4.6 per cent. for Richmond, 18.7 per cent. for Washington and 7.3 per cent. for other cities.

...From THE SUN
Oct. 25, 1933

THE SUNPAPERS IN OCTOBER DAILY (M & E) 270,743

**THE
MORNING**



**SUN
SUNDAY**

New York: John B. Woodward, Inc.

Chicago: Guy S. Osborn, Inc.

Detroit: Jos. R. Scolaro

St. Louis: C. A. Cour

Atlanta: Garner & Grant

Bloomingtondale's and Mr. Hearst Argue About the NRA

Both Use Advertising to Express Their Opinions

IN advertising space in newspapers, a publisher and a department store have been debating about the NRA.

The publisher, William Randolph Hearst, has enrolled his magazines and newspapers under the Blue Eagle; but he has come to conclude that the NRA, "in the militant manner in which it is conducted, is a menace to liberty and a hindrance to recovery."

Last week, in newspapers other than his own, he took space to reprint, from his papers, two signed statements.

The first was Mr. Hearst's answer to a telegram sent to him by Howard Davis, president of the Newspaper Publishers' Association. The second was an editorial.

The reprinted statement to Mr. Davis embodied this theme:

"I think that the publishers should give the greatest attention to the meddlesome activities of the NRA. It is interfering with everybody's business, to the detriment of the business.

"If the NRA were operating economically for the general good, there might be some argument in its favor. But it obviously is a handicap and not a help to recovery. . . . The NRA is simply a program of social betterment, nothing else; and industry can accept and endure this program on a large scale only after it has recovered, not before."

The reprinted editorial contended that into the "cheerful, and stimulating" situation brought about by summary Democratic legislation, there was introduced, after Congress had adjourned, "a measure of absolute State socialism," a measure "actually opposed to every fundamental conception of individual liberty on which democracy is based."

England, the editorial continued, has had no NRA, but is recovering, economically. And finally—

"Perhaps we will find—perhaps we have found—that the best benefit of ALL is promoted, not by Socialistic despotism, but by the elemental American principles of personal liberty and individual opportunity."

Bloomingtondale's, which on two former occasions had spoken in display space to endorse the NRA, took a page advertisement to answer Mr. Hearst.

Said Bloomingtondale's, in part:

"Mr. Hearst, we disagree with you!

"On Tuesday, your newspaper published a very depressing editorial, over your signature, about the NRA. In it you said, '—the blighting effect of the NRA policy has been so complete that a justifiable interpretation of the letters NRA would make them read, appropriately, 'No Recovery Allowed.'"

"Frankly, Mr. Hearst, Bloomingtondale's doesn't like that statement, nor do we like the tenor of your editorials discrediting the NRA. . . .

"Four million unemployed back to work looks like recovery to us!

"Bloomingtondale's business, each month since July, has steadily increased over the corresponding month of last year! Perhaps, as you say, it's not all due to the NRA but . . . looks like recovery to us. . . .

"The secret of NRA is co-operation. . . . In the vast majority of cases, in the vast majority of localities, the NRA has been given support in unstinted measure.

"Now honestly, Mr. Hearst, don't you think that at a critical time like this we should all pull together? Bloomingtondale's believes in the NRA. Bloomingtondale's proposes to continue to give its unstinted support to the NRA. We believe, with our President, that 'our troubles will not be over tomorrow, but we are on our way and we are headed in the right direction.'"

Mr. Lebharr Disagrees

Says Chains Alone Cannot Be Blamed for Illogical Retail Price Structure

Editor of PRINTERS' INK:

In your issue of November 2, you have an article entitled "Price Practices of Chain Stores" based on the Federal Trade Commission's recent report on that subject. You conclude that this report demonstrates "just how illogical and inconsistent is the price structure of chain stores" and that "this whole inconsistent structure is of tremendous importance to manufacturers and consumers."

I am sorry to have to take issue with these conclusions, which I believe are erroneous, because I feel that the blame is the Commission's rather than yours. You have been led into error through the failure of the Commission to make two things clear.

In the first place, the study in question was confined to chain stores. No effort was made to find out whether the conditions uncovered were peculiar to the chains or whether they obtained to the same or a greater or lesser extent among other retailers.

In the second place, the chains whose price policies are described, were not all of the same kind. On the contrary, they represented no less than twenty-six different kinds, operating in the following twelve major fields: food, drug, tobacco, variety, apparel, dry goods, dry goods and apparel, department stores, general merchandise, furniture, musical instruments and hardware.

Not to Be Classed as "Chain Store" Policies

The significance of these two considerations must be obvious. Certainly, if chain-store policies on any given retailing problem are essentially the same as those followed by independent retailers, there is no point whatever in characterizing them as *chain-store* policies. Certainly, too, while the existence of a number of different price policies may seem illogical or inconsistent if found in a single

trade, a different complexion is put upon the situation if the differing price policies are found to be prevalent in so many different trades.

Take, for instance, the Commission's reference to the fact that the price policy of some chains is based upon an average mark-up over cost, that in other chains prices are influenced largely by competition, while in still other chains, the policy is to sell at fixed retail prices determined in advance of the purchase of the goods.

What of it? Is that not true likewise among independent retailers? Has it not been the most common practice in retailing to fix the selling price by adding an average mark-up over cost, although many capable merchandisers follow the opposite policy, namely, "price-lining," which involves buying to meet pre-determined selling prices? And surely no one believes that the influence of competition upon price policies is felt only by chain stores?

No Inconsistency in Varying Price Policy

The fact is that all of the varying price policies referred to by the Commission as *chain-store* policies are followed to a greater or lesser extent by independent merchants as well, nor is there anything particularly illogical or inconsistent in the fact that for the chains, as well as for the independents, varying price policies are required to meet varying conditions.

It is true that only a chain can maintain different prices on a given item in different stores at the same time, but that is because only a chain can have more than one store in which to carry out that policy. But unless it is illogical or inconsistent for an independent grocer in Athens, Ga., to quote a lower price on a given item than another independent grocer in New York, why is it illogical for a chain operating units in both those cities to

maintain a corresponding differential?

Even the fact that price variations are sometimes found among the different units of a chain in the same city should be no more surprising than the fact that similar variations are found among the independent merchants similarly located.

It is interesting to note in this connection that the Commission, in an earlier report on voluntary grocery chains, saw nothing strange in the fact that some of the individual merchants affiliated with these groups were unable to use the "leaders" selected by headquarters.

Can't Maintain Same Price in All Units

"Some co-operative chains have retail members located in cities and villages varying widely in size, location and consumer characteristics," it was pointed out, "and leaders suitable for one locality might not be satisfactory elsewhere." For precisely the same reasons, it would be quite unreasonable to expect chains to maintain identical prices in all their units.

In conclusion, and in fairness to the Federal Trade Commission, may I point out that while you reached the conclusion, after reading the report in question, that chain-store price policies are illogical and inconsistent, the Commission itself makes no such assertion?

After all, isn't the price structure of the chains fully and practically explained in these two paragraphs of the Commission's report which were not among those you had room to reprint:

"Differences in costs of goods and differences in the costs of transportation" frequently cause non-uniformity of prices in intercity chains and especially in the case of intersectional chains. Also where the stores of a chain in different cities buy some merchandise locally, differences in the cost of the goods tend to result in non-uniform selling prices for such goods. Again differences in overhead and in costs

of operation such as rent, salaries, taxes, and other local expenses may cause prices of stores situated in different geographical sections, in different cities of a section, or even in different parts of the same city to vary.

"The prices of a chain may vary, too, because of the volume of business transacted, the amount of credit and services extended, the local business conditions encountered, and sometimes simply because the chain can get more from the class of people served in one locality than it can get elsewhere."

While standardization is an important feature of chain-store operation, it has its limitations. One thing that cannot be standardized is local conditions. Another is competition. Still another is the consumer. As all these factors play an important part on retail pricing policies, for the independent merchant as well as the chain, uniform price policies even among the chains in one given line of business are practically out of the question. Certainly, such uniformity among all chains in all lines of business is inconceivable.

GODFREY M. LEBHAR,
Editor, Chain Store Age.

[As usual, Mr. Lebar is quick to come to the defense of the embattled chains. As a matter of fact, no defense is needed, since it was assumed that readers of *PRINTERS' INK* would be familiar enough with retail conditions to realize that the chain price structure is characteristic of most retail stores.

We might argue with Mr. Lebar that in most communities the chains set the price scale, since the average independent believes himself forced to meet chain prices. But this is not particularly germane to the discussion.

We still believe—and that belief is based not alone on Federal Trade Commission studies—that the retail price structure of this country is illogical and inconsistent. We believe that the chains—along with all other factors in distribution—have to share in the responsibility for this condition—*Ed. PRINTERS' INK.*]

6,731 MORE WORKERS \$6,074,652 MORE PAY IN LOUISVILLE!

Final reports in the Louisville N.R.A. campaign reveal that 6,731 persons have been added to Louisville payrolls within the last few months, increasing the monthly wages paid in this community \$506,221 . . . more than \$6,000,000 a year.



Louisville and its market, Kentuckiana, offer great sales potentialities, particularly since this territory can be reached and sold at a single low cost through a single medium.

This additional buying power has played an important part in the business activities which have made Louisville one of the outstanding "Good Business" spots of the Nation.

The Courier-Journal. THE LOUISVILLE TIMES.

Major Market Newspapers, Inc. —:— Audit Bureau of Circulations
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Nov. 9
Here's
Cham

And Now the Dog Goes Institutional

Ken-L-Ration Tells His Ancestral Story in Comic-Strip Style

STARTING with Hamlet—and even farther back—there have been plays within plays.

Now comes a book within a story—this in the advertising of Chappel Bros., Inc., for Ken-L-Ration.

The campaign's purpose is to talk dog and dog ancestry. In the dog's behalf, it undertakes to do a bit of institutional advertising, and to frame exposition in "comic-strip" narration.

The first of the advertisements presents the two characters—a Scottie and a Boston. The headline explains that they are Angus and Buddy; and a subhead further explains that they are presenting the history of the dog and the horse.

Buddy remarks: "Say, Angus, what was the first breed of dog that ever lived? I've often wondered."

Angus speaks something of a paradox: he admits uncertainty, but he proposes a wager. "I'm not exactly sure, Buddy," he says, "but I'll bet ye he was a braw Scottie."

"I'll bet he wasn't," Buddy comes back. "But how're you going to find out?"

"Seems t' me," says Angus, looking thoughtful, "I heard the Master readin' somethin' aboot that t' his young son, Mark, the ither night. An' I know where the book is."

Straightway they set forth to find the book; and enroute Buddy suggests that they make the bet a can of Ken-L-Ration. They find the book, open on the floor.

Now we see a close-up of a page, bearing this text:

"The common ancestor of all dogs—the Miacis (My-ack-is)—was an odd-looking creature that lived in the forests and glades. He had five toes on his front feet and four on the hind. His favorite food was the Eohippus (E-o-hip-us) or ancestor of the horse. Both of them roamed the Western plains

of this continent about 55,000,000 years ago."

"Well," Angus concedes, "you win, Buddy. But as long as he's the ancestor o' the Scottie, too, don't ye think ye ought t' split that

ANGUS AND BUDDY
The History of the Horse and Dog

ONE ANIMAL, WHICH BECAME THE FIRST DOG THAT EVER LIVED, WAS THE MIACIS. I'VE HEARD OF HIM BEFORE.

I'VE HEARD OF HIM BEFORE, BUT I'VE NEVER HEARD OF HIM BEFORE.

I'VE HEARD OF HIM BEFORE, BUT I'VE NEVER HEARD OF HIM BEFORE.

I'VE HEARD OF HIM BEFORE, BUT I'VE NEVER HEARD OF HIM BEFORE.

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I'VE HEARD OF HIM BEFORE, BUT I'VE NEVER HEARD OF HIM BEFORE.

I'VE HEARD OF HIM BEFORE, BUT I'VE NEVER HEARD OF HIM BEFORE.

GET YOUR KEN-L-RATION NOW

This newly-issued Ken-L-Ration contains a blank which can be easily replaced or renewed without the need of a new coupon. It is a great convenience for the owner of a dog who wishes to keep a record of his dog's health and progress.

SEND FOR YOUR FREE BOOK

Fill in your name and address on the coupon below and send it to Chappel Bros., Inc., 100 N. 1st St., St. Louis, Mo. We will send you a free copy of "The History of the Dog and the Horse" and a can of Ken-L-Ration.

Name _____ Address _____

City _____ State _____

ANGUS AND BUDDY EVERY MORNING.

Here's How Times Have
Changed in Pittsburgh

SUNDAY SUN-TELEGRAPH

Continues to Gain and Dominate
the Sunday Field Both in Major Ad-
vertising Linage and Circulation!

Advertising	1st 9 mos. 1929	1st 9 mos. 1933
Retail Display	44.2	51.4
General Display	59.8	70.6
Automotive Display	50.1	58.7
Total Display	49.5	58.

The above figures include all
sections of both newspapers

Figures by
Media Records, Inc.

Circulation	ABC period ending Mar. 31, 1929	ABC period ending Mar. 31, 1933
City	47.2	50.2
*Retail Trading Zone	60.6	66.3
("EXCLUSIVE OF "CITY")		
Total Net Paid	55.3	57.7

The Pittsburgh Sunday Sun-Telegraph

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

Mrs. Philadelphia



is a different sort of shopper

*She lives in a private dwelling and her
Want List contains a hundred items that
the apartment dweller seldom buys*

The Census for 1930 shows
the following distribution of
families by types of buildings
occupied:

Philadelphia:

Families in single family dwellings . . .	79.5%	} 90.1%
Families in two-family dwellings . . .	10.6%	

New York City:

Families in single family dwellings . . .	17.1%	} 33%
Families in two-family dwellings . . .	15.9%	

Chicago:

Families in single family dwellings . . .	24.9%	} 52.5%
Families in two-family dwellings . . .	27.6%	

TO CHOOSE markets based upon "Number of Families" is to overlook a vital point. Where do those families live? In individual dwellings or in apartment house homes?

The needs of the family with a private home are vastly different. Take one hundred families in one hundred private homes:



THE PHILADELPHIA

ROBERT McLEAN, President

© 1933

Bulletin Co.

NEW YORK 247 PARK AVE.

CHICAGO 333 N. MICHIGAN AVE.

BOSTON

They require one hundred heating plants. They need one hundred laundries. There are more rooms to heat, light and furnish. More painting, papering and decorating. More electrical appliances, telephone extensions, radios, mechanical refrigerators, water heaters.



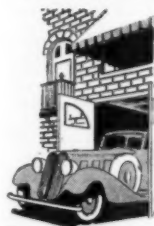
Mrs. Philadelphia has her own laundry, and is a prospect for washers, wringers, soaps, etc.

Home is where the needs are! Separate, individual homes with their numerous, accumulated needs.

The most responsive and profitable market is where large numbers of such homes may be reached with advertising economy.

Philadelphia fills those specifications. More than 90% of the families live in private dwellings.

Here is the greatest market of home needs in America. And here is the unusual advertising



The home garage encourages car ownership. Two-car families usually live in private homes.

advantage of one newspaper reaching nearly every family, at one of the lowest costs among all newspapers, anywhere.

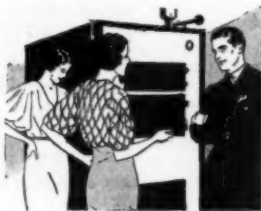
The Philadelphia Bulletin is the newspaper of nearly every Philadelphia home. Year after year it has been a part of the daily lives of nearly half a million families. Today's 499,219 net paid daily (Sept. average) is two and one-half times the circulation of any other Philadelphia evening newspaper, more than any

Sunday newspaper, more than all morning newspapers combined.

If you have something to sell the home, start in Philadelphia. Start in this market of greatest home needs, where there is great economy of advertising coverage.



The refrigerator market is the home market. Nine out of ten families are prospects here.



Nine out of ten Philadelphia families live in homes and need modern heaters, coal, fuel oil, etc.

EVENING BULLETIN

WILLIAM L. McLEAN, Jr., Vice-President & Treasurer

55 BOYLSTON ST. DETROIT 321 LAFAYETTE BLVD. SAN FRANCISCO 5 THIRD ST.

In Detroit
The Trend Is To The Times.

Retail Linage Figures for
October (*Media Records*)
Show The Detroit Times
GAINED 147,532 lines . . .

. . . against the evening
and Sunday competitors
35,817 lines LOSS . . .

. . . against the morning
and Sunday competitors
17,337 lines LOSS . . .

. . . and each of the two
LARGEST grocery advertisers
placed MORE lineage in
The Detroit Times than in
the other two papers combined.

. . . so did the LARGEST drug
advertiser . . . so did the
LARGEST women's apparel
advertiser.

National advertisers should be
guided by these facts . . .
which add to the
reasons WHY The Detroit Times
should be on every national
advertising schedule placed
in Detroit.

For further information
ask a BOONE man!

DETROIT  TIMES

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

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Honest Sentiment Has a Place in Letters to Salesmen

They Are Human Beings, Even as You and I

By Frank H. Meeks

President, Cho-San Hosiery Mills

WHY do so many manufacturers go to such pains in preparing a consumers' campaign and then fail lamentably in fostering good-will among the members of their sales organizations? If half as much thought were given to salesmen's feelings as is devoted to consumers' sensibilities, untold good-will would be obtained—free. Besides being a salesman that man selling in western Ohio is also a consumer; he's human, and susceptible to the same appeals you use to influence your customers.

Always in my correspondence with salespeople I strive to set friendly emotions to work. In reading the letters that follow, remember that the persons addressed are women, many of whom may now be engaged in the first sales job they ever had. Letters to "house-to-house" salesmen must necessarily be written differently from those going to a staff of technical salesmen. However, the latter like humanness too—of that I am convinced.

Here is a letter that started plenty of correspondence, but gave me a close tie-in with several hundred salespeople in a short time:

My dear —:

I have just taken over the presidency of the Cho-San Hosiery Mills and am writing you this letter as a sort of an informal introduction.

An entertainer whom I've liked for years asks his audience several times during the program: "Is everybody happy?" This thought always appeals to me. So, my first question to Cho-San representatives is:

Is everybody happy?

Write and tell me if everything has not been going along smoothly. Are there any questions still unanswered? I want to give you full co-operation and help you develop a

profitable business. I might say right now that the one thing that influenced me to take over the management of the Cho-San Hosiery Mills is that so many representatives are sending in repeat orders. This is always a good sign that the manufacturer is making an excellent piece of merchandise.

I want you to feel that Cho-San stands back of you one hundred per cent. After all, your success is our success.

Best of luck.

Cordially yours,

There are four rules that I go by when writing to salespeople:

1. Talk about that insignificant thing called money.

2. Be friendly—understanding.

3. Never tell a person that it's easy to get orders; particularly if he is wearing out shoe leather and pounding the sidewalks every day making calls.

4. Talk about that insignificant thing called money.

I have even been known to suggest that the one thing the Department of Vital Statistics has never attempted to figure out is the staggering cost of hoping for business.

I generally make it a point to write a little humanized "pep-up" in every letter that accompanies a commission check; as the two following letters will show:

My dear —:

"Enclosed please find check," are undoubtedly four of the sweetest words ever assembled in one sentence. They are always music to my ears and I am sure they are to yours. So, keep the orders coming and I will see that you receive your checks promptly.

Among salespeople there is a sort of stereotyped question: "How do

you find business?" The snappy comeback now in vogue is: "By going after it." In a measure this applies to you as a Cho-San representative. The more you show Cho-San Hosiery the more sales you will make. There is no better training for you and there is no surer way to a steady income. Success begets success; pleased customers always tell their friends.

Name over the successful people you know. Isn't it true that most of them became successful through their ability to sell—either an idea or a piece of merchandise? We need craftsmen and inventors. They are necessary factors in our scheme of things. But the people who really make the big money are the ones who sell things invented and made by our workers.

Hope that I will have to send you a sizeable check next week.

Cordially yours,

My dear —:

It pleases me to enclose this week's check together with statement. I wish, though, that the check was for a larger sum.

The one thing that pleases me as much as sending out commission checks is the reorders that we receive. They are tangible evidence that we are going to have some life-long customers and that our representatives are building up a steady income for themselves.

You have no idea what these reorders mean to you in commissions until they start piling up. Your real effort is to get a new wearer of Cho-San Hosiery—the repeat orders come much easier. Hundreds of people throughout the country are now receiving sizeable checks each week. It is possible for you to build a steady business from \$20 to \$40 a week in commissions.

It is to your advantage, as well as ours, to get as much business as possible before the Holidays. You know that retail stores do a lot of hollering each year about: "Do Your Christmas Shopping Early!" They really don't mind being rushed around the Holiday Season so much, but they DO want to get first chance at the money that is going to be spent for gifts. Here's a thought

for you. Cho-San Hosiery for the Christmas Holidays will be appropriately wrapped. A few packages can be tucked away now for gifts and the pressure on the pocket book will not be so noticeable.

If there are any pointers that I can give you, just write me. Also, any suggestions that you may want to make will be appreciated.

Cordially yours,

And, now I come to a letter sent out December 21, 1932. It is a combination Christmas letter and a bid for more sales. It is purposely long . . . but the Christmas letters that I received in reply and the orders that accompanied them proved that long letters are sometimes read.

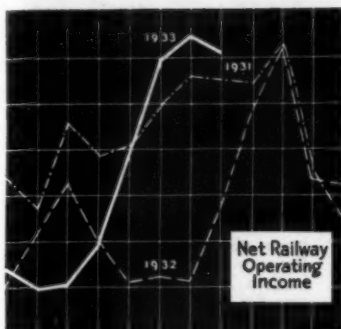
My dear —:

It is 6:37 p. m. My stenographer said "Good night, Mr. Meeks!" about a half hour ago. In fact, everyone has left the office with the exception of Mike, the janitor, and myself. The typewriters are hushed for the day, the telephones have stopped ringing, and the only audible sound is the whirling of the vacuum cleaner that Mike is piloting about the office.

I glance out of my seventh story window and see a myriad of shimmering electric lights. Unconsciously, almost, I start reviewing the last two months and some of the things that have transpired since I became the head of the Cho-San Hosiery Mills.

I want to write you a letter, but handle the typewriter so atrociously that I am putting my pen to work and will depend upon the agreeable "stenog" to copy it in the morning.

The best part of my job is that I am having fun. You know if a person enjoys his work he is a success, irrespective of the amount of money he makes. Women who never sold a thing in their lives before they became Cho-San representatives, tell me that they are also having plenty of thrills building up a permanent business of their own. Of course, I tell them that life, as a Cho-San representative, won't always be a "Bed of Roses." But if they will just take the "bitter with the



Net Railway
Operating
Income

Railway Earnings Gain 500 Per Cent

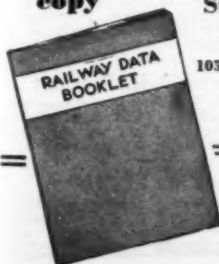
THE railroads have benefited as much as, if not more than, any industry from the recovery in general business. Net railway operating income, since May, has not only greatly exceeded that of the corresponding period in 1932, but also has exceeded that of the same period in 1931.

Possibly not in the history of the railroads has there been such a "buying need" as exists today. The expenditure of \$1,270,000,000 will be required to make up the deferred maintenance of locomotives, cars, roadway, track and structures, and capital expenditures may aggregate hundreds of millions.

Not in a decade have aggressive sales and advertising efforts been of greater importance—for the time to make sales is before orders are placed. Purchases for increased maintenance work have already shown an upturn. Requirements for rail and equipment in considerable volume are appearing on the horizon.

A "Railway Data Booklet" is being compiled which presents the railway situation, graphically and concisely. A copy is yours for the asking. Telephone or mail your request to our New York office at 30 Church Street.

**Ask
for a
copy**



Simmons-Boardman Publishing Co.

30 Church Street New York, N. Y.

105 W. Adams St., Chicago Terminal Tower, Cleveland
Washington, D. C. San Francisco

Railway Age Railway Engineering and Maintenance
Railway Mechanical Engineer Railway Signaling
Railway Electrical Engineer

ALL A.B.C.—A.B.P.

sweet" they will be surprised how many good friends they will win for themselves and for Cho-San.

One woman told me that she would like to sell Cho-San Hose but as she was inexperienced was afraid she couldn't make the grade. I gave her all the suggestions I could think of and wound up by quoting her the first verse of Edgar Guest's poem, "It Couldn't Be Done." Are you familiar with it? I memorized it several years ago and have never forgotten it. It goes:

"Somebody said that it couldn't be done,

But he with a chuckle replied
That maybe it couldn't but he
would be one

Who wouldn't say so till he'd
tried.

So he buckled right in with the
trace of a grin

On his face. If he worried he
hid it.

He started to sing as he tackled
the thing

That couldn't be done, and he
did it."

The mere quoting of that verse brings to mind that a number of Cho-San representatives will say to themselves: "Well it's the Holiday Season, no one will buy stockings for a few weeks now, they probably

received them as Christmas gifts." It's needless to say that those representatives will receive pretty small commission checks. It wouldn't occur to a person who thinks that way that some people didn't give them orders before Christmas because they were hoping to receive stockings as gifts, but having been disappointed will have to buy their own.

There is business to be had between Christmas and New Years. But one will have to work a little harder. Figure that you are in business for yourself and must have at least a fair sized commission check every week. Here's a thought: Many people receive cash as Christmas gifts. They're good prospects for Cho-San Stockings.

Well, I've enjoyed this chat with you, but as my hand is getting writer's cramp, will close with the hope that 1933 will be kind to you and yours.

With all good wishes and the Season's Greetings, I am,

Cordially yours,

Getting one's personality into a letter is often all that is needed to give that letter the human touch—but oftentimes it is difficult to get one's God-given faculties to work.

New Accounts to Silberstein

Parfums Corday, Inc., New York, has appointed Alfred J. Silberstein, Inc., New York, to direct its advertising. This agency has also secured the accounts of Braeburn of Rochester and Louis Holtz & Sons, also of Rochester, clothing manufacturers, and of Stevenson & Sons, Ltd., Dungannon, Ireland, which is conducting a campaign on Moygashel Irish Linen fabrics in the American market.

Now Sidney H. Weiler Agency

The name of the Bloomingdale-Weiler Advertising Agency, Philadelphia, has been changed to the Sidney H. Weiler Advertising Agency, with Samuel Taubman, associate. Karl Bloomingdale, as recently reported, has opened an advertising agency under his own name at that city.

Starts Photographic Service

Miriam Badanes, for eight years with Anne Shriber, New York, photography, has started her own photographic service. She will be associated with G. Tornello, at 11 East 38th Street, New York.

Rogers Holds Commission

William F. Rogers, advertising manager of the Boston *Evening Transcript*, has been appointed associate commissioner for another five-year term on the Metropolitan District Commission. This commission administers reservations, parkways and beaches in the thirty-nine cities and towns of the metropolitan Boston area.

Made Western Representative

Ann Weiszbrod has been appointed Western representative of the Publishers' Information Bureau, Inc., advertising statistics. Her headquarters will be at 185 North Wabash Avenue, Chicago.

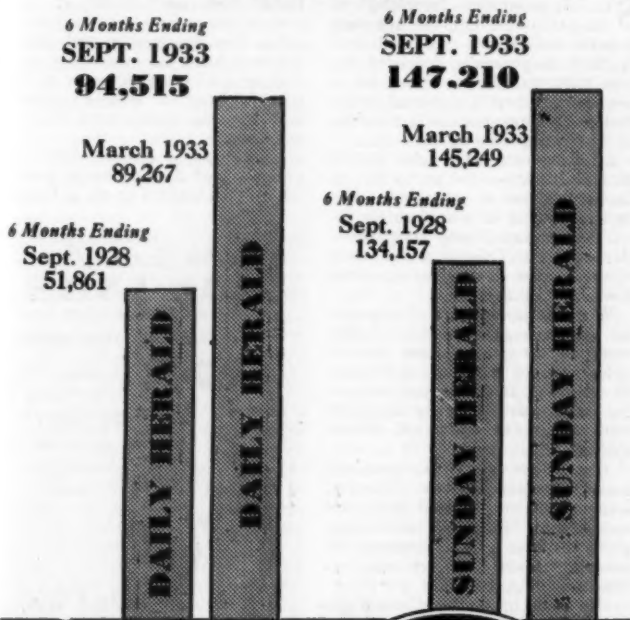
Death of C. R. Rinehart

Charles R. Rinehart, fifty-seven, vice-president and sales manager of the Overman Cushion Tire Company, New York, died recently at that city.

Appoints Rex Gay

Lubrication and Maintenance, Chicago, has appointed Rex Gay as advertising representative. He was formerly with *Liberty and Popular Mechanics*.

The Highest Circulation Ever Reached by a Week- Day Morning Newspaper in Washington!



*In the Washington
Trading Area*

**The Sunday Herald
Reaches 5 out of 7
Families
and
The Daily Herald
Reaches 1 out of 2
Families**

National Representatives
Rodney E. Boone Organisation

*Average for
Month of September
1933*

**DAILY HERALD
94,751
Sunday Herald
154,407**

This Sampling Campaign Works at Point of Sale

Some Instructive Experiences, Also, with Prize Contest as General Aid to the Program

By Lester Aue

The Wm. S. Merrell Company

SALES promotion "stunting" is dangerous enough, but applying promotional stunts to medicinal products is generally conceded the next thing to suicide. However, it can be done; here are several stunts that are clicking—actually creating an interesting step-up in sales.

An-Tabs—our trade-name for an antacid tablet—was perfected in formula about a year ago. We packaged them in a moderately attractive counter display container—thirty-six An-Tabs in a slide box of vest-pocket size and wrapped the boxes in Cellophane.

Without the support of newspaper advertising or window display material, we tried to take the retailer pulse of purchases and sales. The demand, after announcement to the trade, was essentially slow, but evidenced a consistent and profitable growth.

Then came the calls from our traveling representatives: "We need some advertising; could sell a lot more" and "Retailers want samples; there is a good demand for antacid tablets, but we have to popularize An-Tabs."

We went into a huddle and decided on a sampling program. House-to-house sample distribution was considered too costly at this early stage of our introductory work. Besides, Merrell manufactures a great many other products that must have sales promotion support, with its attending and sometimes discouraging expense.

Ordinarily, a medicinal tablet calls for the staid, but acceptable infant-size envelope containing three to six tablets, which are offered to the retailer with a come-

hither "take one" container. This assures immediate distribution because they are usually and readily taken in handfuls by already satisfied users of the product or by that cheerful band of "semple grebbers" who have an exaggerated flair for economy.

This type of sample didn't appeal to us of the promotion department. We wanted to try a "stunt"

Try this Sample of
AN-TABS
 EFFECTIVE ANTACID TABLETS
 Harmless - Can be used as freely as desired

I insist on carrying AN-TABS in my purse - always

Quick Relief for...
 EXCESS ACIDITY
 SOUR STOMACH
 HEARTBURN
 ACID INDIGESTION

NOTE - LET THE YOUNGEST CUT OUT THE FIGURE.

AN-TABS...
 Quickly Neutralize Excess Acidity
 Packaged in slide boxes of 36 tablets. Convenient to carry in the vest pocket... or the purse.

• • ON SALE AT THIS STORE • •

A trick slot and cut-out feature gave the desired novelty

—without violating the recognized high ethical standing of our fine century-old house. We had it! An-Tabs for sour stomach, excess acidity, and heartburn from a formula standpoint is absolutely harmless—may be taken as freely as desired. That was the key-note.

The next thing was that the selling package is vest-pocket and purse-fitting size. To get it out of the ordinary—that was the problem.

A card was designed, size to fit a number nine envelope for mailing if desired. On the front, a friendly looking gentleman—on the back, a pleasant looking young lady. An-Tabs for the sampling effort were "seed-taped" in strips of two tablets. Then a trick slot was devised for pushing through the strip of samples—so that one tablet would come up out of the man's vest pocket and the other came out of the lady's purse on the other side.

A cutout strip was arranged at the bottom, so that the youngsters would help keep the advertising message alive in the home. When cut out, the little fellows have a man on one side and a lady on the other side that stand upright. The color scheme for the sample card was planned to match the standard An-Tabs counter display container.

At the point of sale we cautioned retailers to control distribution by passing out sample cards to likely prospects only, rather than setting them out on the counter with a Take One, Help Yourself card. We likewise urged dealers to encourage customers to try the sample tablet while in the store, assuring them that the law of sales averages would result in frequent immediate sales. The card itself could then be taken home—with its advertising message—to the youngsters.

The sample card has created considerable retailer and consumer interest and, what is most important

from a sales promotion point of view, it is building An-Tabs sales and popularity.

Another merchandising stunt released to the trade is that on our Thymoline Antiseptic—a mouth wash, throat gargle and breath deodorant. The mouth wash field is a trifle crowded, so they say; but we have an effective, safe, and reliable product in Thymoline, and intend to get our full share of the business.

A twelve by fifteen-inch window poster and a counter Picture Blank eight by five and one-half inches were prepared. The two-color poster invites customers to stop—look—and buy, with the question: "How Many Mistakes Can You Find?" . . . followed by "Ask Inside, Merrell's Prize-Gift Offer." Then a picture of a large living-room tests the "window gazers'" observing ability. There are more than fifty and less than 100 mistakes in the picture. We would be exact—but the prize offer is good until December 30.

And below the picture, the retailer's special sale price on Thymoline Antiseptic shouts into the prospective customer's face.

The Picture Blank, a reproduction of the picture on the Window Poster, affords customers an interesting and amusing pastime at home, hunting for mistakes. It is given free with each purchase of Thymoline Antiseptic. In addition, by pencil-circling the mistakes and reporting them to us, the customer has an opportunity of securing either the prize package or the gift package.

These packages contain assortments of Merrell home medicine cabinet necessities, standard packages, and they give us an excellent opportunity personally to contact our actual customers. Sales effects are becoming encouragingly gratifying.

Appoint Hudson Agency

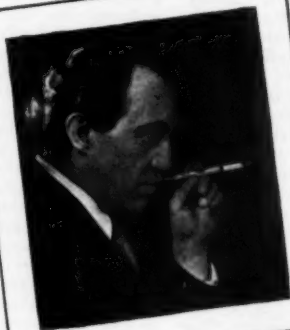
The Caspar Oil Corporation, motor oils and greases, and Sturges-Morse, Ltd., importer and distributor of Peter Forsyth Whiskies and Goddard "Windmill" Rum, both of New York, have placed their accounts with the Hudson Advertising Company, of that city.

To Direct Liquor Sales

Louis L. Mitchell has been appointed general sales manager of the North American Continental Corporation, New York, agent and importer of wines and spirits. He has been associated for years with various branches of the food industry.

... *He knows*

PRINTERS' INK



..... He Knew What They Wanted

Reporter, newspaper feature writer, newspaper editor, scenario writer, film editor, writer for and editor of magazines, author of books . . . Hugh Weir has kept in touch with the changing times. He knows people . . . and what they like to read. As editorial director, he is responsible for the reader interest which made possible the unique record of 22,230,706 copies of Tower Magazines purchased by shopping women in seventeen months.

100% VOLUNTARY PURCHASE

The page above appeared in *Printers' Ink* May 14, 1931

TOWER

what they want!

IN 1931 Tower Magazines announced the sale of 22,230,706 copies of Tower Magazines due to just one fact . . . an intense reader interest consistently maintained under the adroit editorial direction of Hugh Weir. A circulation undiluted by forcing methods of any kind . . . premiums, cut rates, special offers, boy sales. A circulation made possible at the lowest rate of any of the major women's magazines because of this lack of circulation expense.

THE 60,001,308 copies which have been sold to date in 1933 have this same sound and simple sales plan, the same editorial direction. NEW MOVIE, HOME, LOVE, MYSTERY are magazines which the average homemaking woman . . . average age 25 . . . average family income \$2519 . . . buys for just one reason—she likes them! Likes the generous quota of stories in a livelier tempo by world-famous authors . . . Likes the quick-moving articles on cooking, beauty, patterns, fashions and home-building which appear each month in presentations deftly adapted to the individual reading interests of each book. Likes them so much that up to date over 1,040,000 copies of supplementary service material have been purchased.

Reader Interest! Are you buying it for 1934?

MAGAZINES, Inc.
FIFTY-FIVE FIFTH AVE.
NEW YORK, N. Y.

Four A's Works on Advance Payment Dates

RICHARDSON-PLANT, INC.
CLEVELAND

Editor of PRINTERS' INK:

The following question has been asked us by one of our clients and in all our years in the advertising business, this particular point has never been brought to our attention. Would the client or the agency have to stand the loss in case the publication was paid in advance for an advertisement and then went bankrupt, thereby not printing the ad?

For example, we pay a magazine the 20th of the month and it does not appear on the newsstand until the 25th of the month—so we have no way of knowing whether our advertisement was inserted until that time. In other words, in this five-day interim, the magazine could go bankrupt and would have our money.

Would the settlement amount to a personal adjustment between the client and the agency?

L. A. YOKEY,
Secretary.

THE American Association of Advertising Agencies holds to the view that the agency's media department should make every effort to ascertain at all times when such a risk is present in the publication which the agency recommends or is using. The agency should inform its client of any suspected or known risk and the commitment should be undertaken with a definite understanding between agency and client that the expected advertising return is worth the risk involved.

In order to safeguard advertisers against possible double liability in case of agency failure, the agency takes the responsibility for paying the publisher to the last dollar of its assets. The Four A's holds that the advertising agency cannot also take liability for failure of publishers. The burden of both these responsibilities would be too great.

More recently the problem has come up in a case of guaranteed circulation, where the guarantee had not been fulfilled and the publication went into bankruptcy before making refunds.

There would be no problem of the kind raised by our correspondent's inquiry if all publications had payment dates following complete distribution of the publication. The Four A's has done much to get publications with advance payment dates either to adopt a later date of payment or to speed up distribution, as was evidenced in the report of a survey that appeared in the September 29, 1932, issue of PRINTERS' INK.

More than 96 per cent of 2,445 periodical publishers have payment dates five days or more after completion of distribution. The association is still working to make this policy 100 per cent effective.

Publishers Should Watch Credit Forces

A publisher who insists upon advance payment is recognized to have some reason for so doing, when he is afraid that he will not get his money.

The answer, according to agency opinion, is that a policy built upon frequent possibility of such contingency, is for the publisher to whip up his credit forces and not extend credit when extension is not justified. Demand for advance payment also exists because publishers have substantial charges which they must be prompt in meeting. Once space and paper are distributed in the form of an issue of a publication, they are gone.

Agency viewpoint appreciates this important risk which publishers must face and holds that every publisher is perfectly justified in asking for advance payment where credit is questionable.—[Ed. PRINTERS' INK.]

Outdoor Association Adopts Agency Recognition Code

Progress Report on Circulation Audits and Approval of Public Policy Are Other Convention Features

A HEALTHY quota of accomplishment marked the forty-third annual convention, at Louisville last week, of the Outdoor Advertising Association of America. Leading developments were:

1. Adoption of a set of standards governing the recognition of advertising agencies as commissionable sources of national outdoor advertising business.

2. A progress report on the work of the Traffic Audit Bureau by Dr. Miller McClintock, technical director, in which it was made known that a substantial budget of the new audits would be ready for release by the first of February.

3. Final approval of the association's "public policy" for the conservation of roadside beauty in rural areas.

4. Revisions and adoption of the proposed NRA code for the outdoor advertising industry.

The new recognition standards, aimed to protect legitimate sources of business and at the same time serve the best interests of the plant owners, are the result of conferences between an outdoor committee, headed by K. H. Fulton, president of Outdoor Advertising, Inc., and prominent agencies. The recognizing body will be either Outdoor Advertising, Inc., or the Outdoor Advertising Association, a matter which is to be determined by the plant owners.

Qualifications for Recognition

The main points on which a source of national business must qualify in order to secure and maintain recognition are, briefly:

1. Establishment of an outdoor advertising department with adequate personnel, having a sufficient technical knowledge to represent advertisers effectively in presenting and servicing the medium.

2. Maintenance of an art depart-

ment "informed in the special technique of outdoor advertising design."

3. Possession of a credit rating commensurate with the scope of operations, credit statements to be furnished when and as required.

4. Possession of adequate knowledge of the mediums of poster and painted display advertising, including circulation, advertising and price values.

What the Recognizing Body Will Do

The recognizing body, in turn, agrees to promulgate no standards of recognition other than those specifically mentioned in the code of standards, to extend recognition only to such agents as conform to these standards, and to refuse or withdraw recognition from those who do not. The plant owners individually are committed to allow the customary agent's commission to all recognized agents and to no one else. They also agree to render equality in prices, terms and service to all recognized agents and to furnish them with statistical information relating to prices and terms at a cost commensurate with its value, such value to be determined by the recognizing body.

Audits of the effective advertising circulation of poster panels are well under way in ninety-six metropolitan markets, Dr. McClintock stated in describing the work of the Traffic Audit Bureau, organized last June under the joint sponsorship of the Association of National Advertisers, the American Association of Advertising Agencies and the Outdoor Association.

The research work to determine the values of outdoor advertising's markets, being carried on through the Albert Russel Erskine Bureau of Harvard University, was reported on by research fellow John

Paver. He outlined the progress of studies of population density, traffic patterns and consumer buying habits which were got under way in eighteen cities during the last year.

The statement of public policy, which has been the number one item on the association's program for the last three years and was approved in principle at the 1932 meeting, was unanimously voted into effect by the membership. It pledges the association's support to orderly development of business and public interest along the highways on the following three bases:

1. The education of the general public to the social value inherent in the roadside in rural areas.

2. The reasonable regulation of commercial occupancy of the roadside in rural areas by the State. In this connection the association recommends that such regulation be consistent as far as legally practical with the provisions set forth in its own voluntary regulations relating to the placement of advertising structures.

3. The establishment of a comprehensive and progressive program of State planning.

In the code session, much of the discussion centered on the provision requiring postings to be covered not later than ten days after expiration of contract. It was the consensus of the meeting that this would work an undue hardship on plants having boards in small and widely scattered communities. The membership, accordingly, voted to delete all reference to over-runs and likewise the section stating conditions under which free space might be granted.

A Policy Separate from the Code

At the same time, however, a resolution was adopted setting it as the policy of the association, separate from the code, that no member shall offer free space as an inducement to secure a contract for placement of business; nor shall a member accord to any advertising the free display of any posters whatever, but in all instances shall render only such display as he sells

under his regular terms. The action also handled the question of over-runs, further stating that inasmuch as the association had previously adopted an "equality of treatment" resolution, no inducements of any kind may be offered to any advertiser or agent which would tend to advance the idea that preferential treatment would be received.

Whether the resolution adopted in 1915 ruling out the advertising of liquor in the outdoor medium should be allowed to stand was another subject of discussion. No action was taken, with the result that so far as the immediate future is concerned, there will be no liquor advertising on the boards of association members.

Year Saw No Adverse Legislation

Vice-president J. B. Stewart, heading the legal and legislative division, announced that in a year when propaganda inimical to outdoor advertising was better organized than ever before and when State legislatures passed more than 1,300 taxation measures, not one measure adversely affecting the medium was enacted into law.

A picture of the great present-day opportunity for life insurance companies to speak to the public through advertising was given in a paper by Arthur F. Hall, president of the Lincoln National Life Insurance Company, which, in Mr. Hall's absence, was read for him at the national advertising session.

The importance of greater quality in advertising was stressed by both W. C. D'Arcy, chairman of the American Association of Advertising Agencies, and Stuart Peabody, president of the Association of National Advertisers, in addresses at the same session. "We all want more advertising of every kind," said Mr. D'Arcy, "but along with the volume we want better advertising." In similar vein Mr. Peabody declared that, "Advertising is badly in need of de-bunking and is getting it." He referred particularly to a growing inclination among top executives to tear aside the false shroud of mystery



An
Advertiser Explores
 THE NATIONAL GEOGRAPHIC
He Discovers THAT READERS ARE OWNERS

He is impressed. He has discovered a million families that are *actual owners* of a magazine! He has discovered a million families whose pride and faith in that magazine can make or break mass desire for a product or confidence in a name.

National Geographic, he finds, is thus *more* than a magazine. It is a co-operative — a *successful* — publishing adventure. Its readers are not sold. They are *nominated*! Their support is its growth — its very existence. Their enthusiasm is

its incentive to new achievements. As members of a non-commercial educational organization, they are its corresponding editors. . . . Is it any wonder that advertisers in *National Geographic Magazine* enjoy a reader-confidence that is unique? Is it any wonder that they profit from a responsiveness-to-advertising, greater than they anticipate?

Explore! *National Geographic Magazine* deserves your immediate, your critical, consideration.

NATIONAL GEOGRAPHIC MAGAZINE • Washington, D. C.

surrounding advertising and properly evaluate all phases of it.

George W. Kleiser, president of Foster & Kleiser, Inc., San Francisco, was elected to his fourth successive term as president of the association. No other president has served more than three terms since the founding of the organization in 1891.

The board of directors confirmed Mr. Kleiser's action in re-appointing all last year's officers to serve during the coming year. Vice-presidents for the association's five divisions are: business development, Harry J. Fitzgerald, Cream

City Outdoor Advertising Company, Milwaukee; educational, H. C. MacDonald, Walker & Company, Detroit; legal and legislative, J. B. Stewart, Dixon & Stewart, Clinton, Iowa; poster plant development, P. L. Michael, Houston Poster Advertising Company, Houston, Texas; painted display plant development, B. W. Robbins, General Outdoor Advertising Company, Chicago. Leonard Dreyfuss, United Advertising Corporation, New York, continues as treasurer and Don V. Daigneau and H. E. Fisk as secretary and general manager, respectively.

Live Turtles

TEST campaigns are being conducted in several cities by the Scott Paper Company. The purpose of the campaign is to ascertain whether it is advisable to use comics on so delicate a subject as this company's advertising message, without offending parents.

In two cities, in connection with the campaign, a premium is being used. The premium is a live turtle. Described as "racing turtles," they are of dwarf size and are recommended as pets for children. Distribution is handled in the office of the newspaper carrying the advertising copy.

Three wrappers off Scottissue, or four wrappers off Waldorf toilet tissue, together with a coupon from the advertisement entitle the bearer to one turtle. Two turtles are available on presentation of twice the number of wrappers.

The continuity of each comic series is told in the captions, "Bobby Gets a Walloping," wherein father learns that it was not just



a spanking alone that caused Bobby such anguish, and "What's the Matter with Father?" in which father finally tells little Jimmie, who is curious to know why dad couldn't referee a football game, the cause of his trouble.

In October — 9,329

BUSINESS MEN bought 9,329 subscriptions to Nation's Business in October, all without short term offers, deferred payments or other special inducements.

Of these 57.8% were new subscriptions; 37.2% were renewals; 5% were on account of membership in the United States Chamber of Commerce.* More than 50% were for three years.

Only an interest in the magazine, itself, could induce 9,329 business men to invest \$49,128 in magazine subscriptions.

★The United States Chamber of Commerce is a federation of business men and business organizations, on which Nation's Business draws for information and authority.

Of the 256,286 total net paid circulation of Nation's Business, 31,721 (11.8%) are Chamber membership subscriptions. Many of these are from men who cannot be reached in any other way. All in all, it's the best circulation any magazine can offer.

NATION'S BUSINESS

★ WASHINGTON ★

More Than a Quarter-Million Net Paid—A. B. C.

E. V. THOMPSON
Director of Advertising

420 Lexington Avenue
New York City

We go to press with
Order in the history of The

December print order 37

50,688 net paid increase

October 1932: 262,353 net paid October

No circulation drive. No special offers, premiums or short term subscriptions. This steadily rising market of The American Home is a striking and significant exception to most circulation trends during 1933. The circulation is absolutely vol-

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A **AMERICAN**

NEW YORK

BOSTON

CHICAGO

res with the largest Print
of The American Home

rded 370,000

paid increase in 12 months

net
paid October 1933: 313,041 net paid

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untary, attracted solely by the 100%
home service editorial program
which has completely demonstrated
its value and usefulness, and has
made The American Home an
essential and integral part of its
readers' everyday lives.

THE AMERICAN HOME

CHICAGO

SANTA BARBARA

Importance of Recognition Value in Advertising

Is the Copy Identifiable without a Signature? If It Is, That's an Advantage, Says This Advertiser

As told to Eldridge Peterson

By Robert M. Ferns

Advertising Manager, Rogers Peet Company

THE many years that we have been advertisers have given to Rogers Peet advertising an individuality that is ours alone. Our type of copy, we feel safe in saying, has a certain flavor, a certain something that conveys the quality standards of our merchandise and our stores equally as well as the words in which our messages to the public are expressed.

Having spent years in developing this identifying technique, we believe it is something to be maintained and something to be treasured. There are many advertisers who have this "recognition" advantage: For example, you don't have to look for the signature to identify a Campbell Soup, a Metropolitan Life or a Dutch Cleanser advertisement. There is something about each of these—a certain color, a certain use of type, a way of presenting the story that has been used so consistently that it has become a secondary trade-mark. With us it is the use of a single column of text, topped by a humorous cartoon.

Two factors, of course, in the development of this trade-mark quality by certain advertisers are time and frequency of presentation; and yet among campaigns that have been developed within recent years, I think that of Spud Cigarettes, with its characteristic arrangement of photographs against white space, can be cited as an example of one that has developed the "recogni-

tion" value in a comparatively short space of time.

Nevertheless, in spite of the examples that can be cited, it is a

IF YOU THINK YOU'RE HARD TO FIT WE'RE HERE TO CHANGE YOUR MIND



Who wears them?

Men who are young in years or regardless of years; whose friends intensely praise the smart, stylish and correct... they are the men who wear double-breasted dinner coats in a change from the single-breasted. • We offer our only finest quality fabric and highest quality of hand-selecting but on opportunity to see if such a change is interesting or not before you order. • For men in the Wall Street district our Library Street store offers a convenient service.

ROGERS PEET AND COMPANY 400 SIXTH ST.

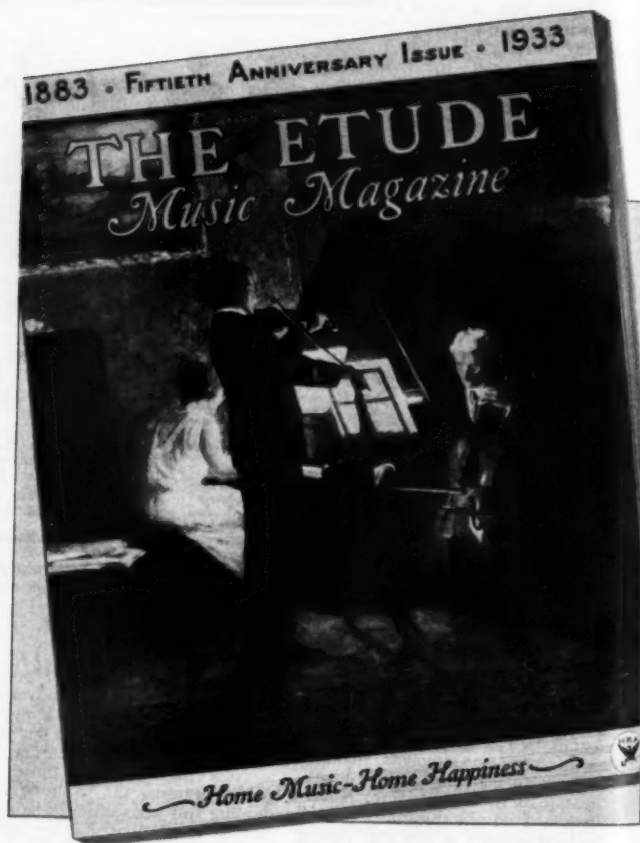
ROGERS PEET COMPANY

NEW YORK 100
CHICAGO 100
BOSTON 100
PHILADELPHIA 100
SAN FRANCISCO 100
LOS ANGELES 100
HOLLYWOOD 100
MILWAUKEE 100
MINNEAPOLIS 100
ST. LOUIS 100
ST. PAUL 100
WICHITA 100
WYOMING 100

Advertisement A—Cover the name and you won't recognize this as a Rogers Peet advertisement

surprising experience to run through a magazine and see how few advertisements are instantaneously identifiable in that quick glance before the eye travels to the bottom of the page for the signature or name of the advertiser. Surprising as this experiment may be, however, the reasons for it are

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ic **Principle**

MOTIVATES THIS BUSINESS

ESTABLISHED in 1890, the New York and Pennsylvania Company has been governed in its business dealings by one basic principle—to give both the small and the large buyer the same quality of service, deliveries and product—and on this principle we stand.

The Etude is typical of the strong, outstanding class periodicals which depend on our performance and our paper. As *The Etude* is a musical publication, it may not be amiss to state that this company supplies a large proportion of the paper used by music publishers for sheet and book music.

Four years of general business depression have but improved our product and our service. We are in a strong position and ready to serve a few more general and trade periodicals and house organs. But it must be clearly understood that no contracts will be accepted that will in any way impair our service to others. We welcome inquiries on this basis, for we fully believe that "To Whom You Sell is just as important as From Whom You Buy."

nd **Pennsylvania Company, Inc.**

General Offices: 230 Park Avenue, New York

Los Angeles
has a
New Afternoon Paper
THE POST-RECORD

The Post Newspaper Company, through LeRoy Sanders, recently acquired the controlling stock interest in The Los Angeles Record from the Scripps League. The new publishing company merged its staff and equipment with The Record and, beginning November 2, 1933, the new enterprise was launched as The Los Angeles Post-Record.

The new owners and publishers of The Post-Record are LeRoy Sanders and Zack J. Farmer.

As one of but two evening papers in Los Angeles, The Post-Record occupies a strategic position. Advertisers and agencies are invited to get full information regarding the new newspaper set-up from

GILMAN, NICOLL & RUTHMAN

National Advertising Representatives

New York
Boston

Chicago
Detroit

San Francisco
Seattle

Do you know how —

TO determine how much business a company can afford to lose for a given decrease in selling expense?***** How Shell Petroleum Company shapes merchandising policies by finding out what the consumer wants and what he dislikes?***** How General Electric dramatized the story of waste and inefficiency caused by inferior lamp bulbs?***** How to compel a reader's eye to follow a predetermined course through an advertisement?***** How twenty-four products are packaged and the merchandising story behind each?***** How a broadside campaign to 60,000 prospects for ice cream freezers brought inquiries that resulted in over a million dollars' worth of business?***** How National Carbon got 20 per cent of 37,500 dealers to ask for a booklet?***** How to select the best material for the package?***** How twenty-eight manufacturers are using premiums in their merchandising plans?***** How Frigidaire helps salesmen close 10 per cent of their difficult or hesitant prospects?***** How the Lehigh Navigation Coal Company helps its dealers get business with direct-mail campaign?***** How to get true facts when conducting consumer surveys?*****

All of these are answered in the November issue of Printers' Ink Monthly.

Do you know why —

TEN specific direct-mail campaigns were successful?***** Why "Leaky Faucets" play a big part in an electric lamp campaign?***** Why a man advertised for 300 live cockroaches?***** Why one of two Provident Mutual advertisements published in newspapers brought more than twice as many coupons as the other?***** Why manufacturers must study package materials?*****

See November Printers' Ink Monthly.

Do you know what —

THE NRA program and its increased employment, coupled with shorter hours means to the industry of leisure?***** What brewers all over the country have done to modernize their labels?***** What publications—magazines, farm papers and newspapers—will and won't accept liquor ads?***** What new products, new ideas, new packages, new publications have been announced recently?***** What the outlook is for the farm market?***** What the attitude of the NRA is towards premiums?*****

You will find this in November Printers' Ink Monthly.

Do you know that —

OVER ten billion dollars are spent annually for recreation?***** That the consumer is sales manager for the Shell Petroleum Company?***** That O. B. Winters of Erwin, Wasey & Company picks four advertisements he likes and tells the "why" for each?***** That Wildroot Company brought out an antiseptic, Forhan's a tooth powder, De Vilbiss a hand cream?***** That Woodbury Soap will be sold through grocery stores?***** That Squibb Aspirin is being packed in a new package?***** That there are twelve ways in which materials operate to make a merchandisingly effective container?*****

Read Printers' Ink Monthly for November.

PRINTERS' INK MONTHLY: Put me down for a personal subscription, starting with the November issue. I'll expect invoice for \$2 later. (Foreign and Canadian extra.)

Name..... Position.....

Company.....

Address.....

City..... State.....

ours. As Phillips R. Turnbull, our vice-president, aptly summed up our objection: "Place your hand over the Rogers Peet signature at the bottom and this ad could be that of any other store." Both he and I were agreed that we had to find some way of keeping our advertising individuality even if it meant compromise. The next illustrated advertisement, therefore, that we ran we placed alongside a typical Rogers Peet single-column advertisement with a line rule separating them. The result may be seen in Advertisement B.

In running these two advertisements together, we were cognizant of the fact that we were violating some of the most holy rules of advertising, layout and typography. Some advertising men told us this, too. We had two kinds of type, for we had kept the type we used in the old-style cartoon column; we had two signatures in two different kinds of type (horrors!) at the bottom, etc.

We kept up this kind of advertisement, however, using quarter-page space. Mr. Turnbull made the suggestion that we drop the line rule between the two advertisements. We did this and the elimination of this line made the two advertisements into one individual advertisement while the white space thus created made, we found, a decided improvement in appearance.

Having been told that we were violating some inviolable advertising rules, we called in some outside help and asked for the submission of specimens for our new advertising problem. None of these, however, surmounted the problem.

They were attractive—yes, but they were not Rogers Peet advertisements. As a result we decided that rules are made to be violated when necessity demands and we continued experimenting with what was now developing into a new set style for us. We took the Rogers Peet signature which we had been using on the labels sewn in our clothes and used that as a new signature for the illustrated part of our ads. Other little experiments with the use of white space have rounded out the development of our new advertising.

We think our illustrations are distinctive, too. They are drawn by our C. F. Peters and we believe he presents a style that succeeds in giving the accuracy of detail that is found in fashion illustrations without presenting the stilted-model appearance that usually characterizes fashion plates. You see real people in his pictures wearing clothes as they should be worn.

Advertisement C shows our advertising as it is running at the moment. It may violate rules—but it answers our problem and that is what is important. The illustrated part gives us a chance to talk about specific items. Our "cartoon column" gives us a chance to present pertinent paragraphs about other articles. Just as in a newspaper the eye may fall on some interesting little item tucked away from the big stories, we believe this column will provide a similar roving ground in our advertisements. The result, we think, is an ideal combination—and, important to us—a Rogers Peet advertisement that will be recognized as such.

Has Acme Electric Account

The Acme Electric & Manufacturing Company, Cleveland, transformers, has placed its advertising account with Humphrey, Prentke & Scheel, Inc., of that city. Business papers and direct mail will be used.

Appointed by "Outdoors"

Rayford A. Mann, for five years Western manager of *National Sportsman* and *Hunting and Fishing*, has been appointed business manager of *Outdoors*, Chicago.

Deals in Old Books

A book shop which will act as a clearing house for used and out of print graphic arts and advertising books has been opened at 1530 Madison Road, Cincinnati, by J. D. Volts and F. B. Holthaus.

Represents "Fur News"

Fur News, Denver, has appointed the Ewing Hutchison Company, Chicago, as advertising representative covering the Middle-Western States, with the exception of Missouri.

The Banker *Au Naturel*

(Continued from page 11)

encountered a situation in which bank influence was blocking him, left off working on the purchasing agent, climbed into his car, drove into the financial district—and sold the banker.

Another answer is direct-mail and publication advertising—and this, too, banker-aimed.

And another, I submit, may lie in the direction of breaking a habit.

Let's concede that to many business men during the depression a bank looked like a haven. Let's admit that business men have been schooled to look upon their bankers as business counselors—and that the business men have taken the schooling seriously. Let's admit, further, that if the banks hadn't aided, many enterprises would not have survived through the last four years.

But that's enough of concessions. Business no longer need cling to apron strings. No longer need management, on the way to the boiler factory, drop in at the bank for a session at Teacher's knee—and for an earful of inside information about what the wicked Administration *really* intends to do with the currency.

Business has pared expense below the level of diminishing returns. To cut off another dollar now is to cut off two dollars' worth of revenue. Bank loans are to be paid, not by skimping outgo, but by building income.

I have mentioned a certain Declaration of Independence.

Does business need a new one?

Death of C. A. Bowman

Chauncey A. Bowman, vice-president in charge of sales of the Quaker Oats Company, died at Chicago last week as the result of injuries incurred when he was struck by a truck. He was sixty-four years old.

Mr. Bowman had been with the company for forty-five years.

He started in at the bottom delivering samples and premiums and worked his way up through successive promotions until, twelve years ago, he was elected vice-president in charge of sales.

GOOD COPY

is the product
of head and
heart.

It is often a
combination of
enlightened
self interest and
good citizenship,
and is easily
recognized as
such.

**HAWLEY
ADVERTISING
COMPANY
INC.**

95 Madison Ave.
New York City

now we need Seven More!

LOOKING over our alphabetical list of users of wire stitching equipment, we are dumfounded, flabbergasted (you say it) to discover *seven letters* in the alphabet (including V, Y and Z)—with not a name under them! (Yes, there's a Q in it, also.)

That's tough!

For instance, in the "C" list we have

Canning Industry
Candy Manufacturers
Coffee Roasters
Charcoal Packers
Chick Hatcheries
Clutch Discs
Clothing Manufacturers
Clock Makers
Cork Gaskets

And under all the other letters, except seven, two or more entries (and no duplicates).

YOU, LIKE THESE OTHER MANUFACTURERS, WILL BECOME WIRE STITCHER CONSCIOUS

if you'll just get into a huddle with yourself and consider some of the problems that a wire stitcher *might* solve for you.

Just think: A wire stitcher (such as we make) will do a fine job on *two sheets of thin tissue*—an equally satisfactory job on *hard insulating material two inches thick!*

Glassine bags—kodaks—brake lining—plywood barrels—mattresses—X-ray films—the field is almost unlimited.

The question is: What is *your* problem? How can we help you solve it?

**J. L. MORRISON CO.
Niagara Falls, N. Y.**

Division of
HARRIS-SEYBOLD-POTTER

Supplementary List of House Magazines

FORTY-SIX "house-organs" (the proper term is "general house magazines") are listed below, to round out the list published in **PRINTERS' INK** of August 10.

The term "general house magazines" is inclusive of publications intended for the ultimate consumer (customers and prospects), agents, dealers, jobbers, wholesalers, and the sales organization. It is to be distinguished from the employee magazine classification. Publications of the latter class are for home consumption only.

"Acacia News," Acacia Mutual Life Insurance Co., Washington, D. C.

"Advertisings Yours," Bott Advertising Agency, Little Rock, Ark.

"American News Trade Journal," The American News Company, New York.

"Animal Line, The," Union Bag & Paper Corp., New York.

"Beaver, The," Hudson's Bay Company, Winnipeg, Canada.

"Beecause," G. B. Lewis Co., Watertown, Wis.

"Better Times," The Bernier Co., Minneapolis, Minn.

"Bloiter Jottings," Jas. A. Ogilvy's Ltd., Montreal, Que., Canada.

"Bulletin, The, The Great-West Life Assurance Co., Winnipeg, Man., Canada.

"Compass, The," Vacuum Oil Co., Inc., New York.

"Defiance Plugger," Defiance Spark Plugs, Inc., Toledo, Ohio.

"Doughnut Machine, The," Doughnut Machine Corp., New York.

"Downy-flake Aid, The," The Doughnut Machine Corp., New York.

"Fastener Facts," G. E. Prentice Mfg. Co., New Britain, Conn.

"Fireman's Fund Record," Fireman's Fund Insurance Co., San Francisco, Calif.

"Franco-American Chit Chat," Franco-American Hygienic Co., Chicago, Ill.

"Franklin News, The," The Franklin Society for Home-Building & Savings, New York.

"Gumption," The Farm Journal, Philadelphia, Pa.

"Hercules Guarantee, The," Hercules Powder Co., Wilmington, Del.

"Highway Magazine, The," Armco Culvert Mfrs. Assn., Middletown, Ohio.

"International Silver Service," International Silver Co., Meriden, Conn.

"Maiden Form Mirror," Maiden Form Brassiere Co., Inc., New York.

"Mainspring, The," The Wallace Barnes Co., Bristol, Conn.

"National Message, The," National Casket Co., Inc., Baltimore, Md.

"New Hampshire Troubadour, The," New Hampshire State Development Commission, Concord, N. H.

"Norge Rollator News," Norge Corp., Detroit, Mich.

"Northern Light," Northern Life Insurance Co., Seattle, Wash.
 "Oakite News Service," Oakite Products, Inc., New York.
 "Organon, The," Tubize Chatillon Corp., New York.
 "Owlprint," The Owl Print Shop, Wheeling, W. Va.
 "Oxy-Acetylene Tips," The Linde Air Products Co., New York.
 "Phoenix, The," The Phoenix Mutual Life Insurance Co., Hartford, Conn.
 "Premier Rayon Review," Industrial Rayon Corp., Cleveland, Ohio.
 "Prest-O-Lite News Letter," Prest-O-Lite Battery Co., Inc., Indianapolis, Ind.
 "Powerfax," Elliott Co., Jeannette, Pa.
 "Power Specialist, The," Johns-Manville Corp., New York.
 "Progress," East River Savings Bank, New York.
 "Shell Globe," Shell Petroleum Corp., St. Louis, Mo.
 "Shell Progress," Shell Oil Co., San Francisco, Calif.
 "Sign of the Shell, The," Shell Eastern Petroleum Products, Inc., New York.
 "Southern Public Utilities Magazine," Southern Public Utilities Co., Winston-Salem, N. C.
 "Toledo System," Toledo Scale Co., Toledo, Ohio.
 "Treasure Island News," Tyler Sales-Fixture Co., Niles, Mich.
 "UEF News," The Underwood Elliott Fisher Co., New York.
 "Westclox News," Western Clock Co., La Salle, Ill.
 "Wheel of Style, The," D. Myers & Sons, Baltimore, Md.

Joins Donahue & Coe

Y. K. Smith, formerly with The Paul Cornell Company, now the Geyer-Cornell Company, has joined Donahue & Coe, Inc., New York advertising agency, as vice-president in charge of plans and copy.

Appoints Mitchell-Faust

The Campbell Cereal Company, Northfield, Minn., Malt-O-Meal, a breakfast cereal, has appointed the Mitchell-Faust Advertising Company, Chicago, as its advertising agency.

New Britain "News" Started

A new weekly, the New Britain, Conn., News, has started publication at that city. It is tabloid-size. The Geo. B. David Company is national advertising representative.

Has Coward Shoe Account

The Coward Shoe Company, New York, has appointed Fletcher & Ellis, Inc., of that city, as advertising counsel. Newspaper and radio advertising will be used.

Leaves Klein Noodle

A. J. Murphy has resigned as general sales manager of The F. L. Klein Noodle Company, Chicago.



BE UP AND DOING!

BETTER trade will be made, not born. Better trade is, in fact, waiting for you, needing only to be sought and captured. Reach out to it through Punch, which can open up for you new markets in every part of the English-speaking world. Punch is read by the wealthiest buying-community in the world; it is read in leisure hours when persuasion is most powerful; it enjoys a reputation that lends prestige to everything advertised in its pages. Facts and figures and innumerable letters from advertisers prove beyond a shadow of doubt that every pound spent in Punch pays, and pays, and pays. Sell where sales are waiting. Start advertising now in

PUNCH

The only high-class weekly in England publishing audited net sales.

Marion Jean Lyon, Advertising Mgr., Punch 10, Bouverie Street, London, E. C. 4, Eng.

Do You Know This Man?

He can write a direct-mail sales letter which, in a plain, homely way, tells the *facts* about the article he is selling in such an *unusual, alluring, interesting* way that his known prospects can't resist ordering.

He can lay out and write a descriptive folder which is interesting, convincing and confidence winning—just the thing to back up the letter.

He can then design an order form enticing enough to give his prospect an even greater desire to order.

There is perhaps only one such man in the country. He might be connected now with some Advertising Agency. He might already be doing direct-mail work. He might even be now in some entirely different kind of work, but just *born* with the peculiar creative and writing ability described above.

If you know this man, you can do him a big favor by bringing this advertisement to his attention. You can safely tell him that the men in our organization (a large, happy one) all know about this opening; that his letter will be treated in strict confidence if he will write promptly, telling all about himself and, if practical, sending samples of work done, to . . .

"V," Box 128
care of Printers' Ink

P.S. This man is a Christian, probably between 25 and 40 years of age, who is firmly convinced that his next change will be his last change, and who would welcome the opportunity to join, for the rest of his business days, a progressive organization in which his efforts would be resultful and his associations pleasant.

Art Directors Sponsor Discussion Series

THE Art Directors' Club of New York will sponsor a series of five evening conferences on advertising and industrial art problems to be held in the lecture hall of the J. Walter Thompson Company, 420 Lexington Avenue, New York.

The series will open November 20, with a discussion of latest trends in magazine art by Dr. Agha of the Nast group and Henry Quinan, art editor of *The Woman's Home Companion* and *The American Magazine*. On November 27, Morris Rosenbloom, Abraham & Straus, and Ray M. Schmitz, secretary of the packaging and new products committee of General Foods, will discuss department store art and the co-operation of manufacturers with retail stores.

On December 4, Elwood Whitney, art director of the J. Walter Thompson Company, and Burt Vaughn Flannery of Young & Rubicam, will present latest developments in the art departments of advertising agencies. On December 11, advances in industrial art will be discussed by Donald R. Dohner, of the Westinghouse Electric and Manufacturing Co., and Frederick J. Kiesler. Art services and artists' agents will be represented in the concluding conference, December 18, by Byron Musser, and Nathaniel Pousette-Dart.

The meetings will be open to any artists or members of the advertising profession who wish to attend. The Art Directors' Club has its headquarters at 115 East 40th Street, New York.

Appoints Ralph Rossiter

The Theatre Screen Corporation, Roosevelt, N. Y., has appointed Ralph Rossiter, Inc., New York advertising agency, as advertising counsel.

Leaves Cushman's

Christine Lammers has resigned as advertising manager of Cushman's Sons, Inc., New York.

Editor

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Another Woman Scans Advertising

WATERTOWN, MASS.

Editor of PRINTERS' INK:

I can no longer resist the urge to express to you my appreciation of the "Open Letter to Advertisers" by Gertrude Woodcock, in your October 12th issue.

Some of the advertising in the current issues today is insulting to the average intelligence; and, to me, some is so offensive it almost nauseates. There is a brand of boy's sneaker the very name of which has that effect upon me—due, I know, to an advertisement they ran last year. Then there comes to mind a brand of soap which somehow or other always brings to mind certain people.

I am a firm believer in advertising and although a busy housewife and mother of two boys, I always find time to read PRINTERS' INK. Perhaps it is because I am so interested in good advertising (and oh! I really do thrill to some of it) that I feel some advertisers have overshot the mark.

We women know *why* the skin of the apple wrinkles and shrivels—and we know, so long as we take nourishment internally, we are safe from like fate. Science tells us that nothing penetrates to the inner skin. So, why listen to fairy tales?

I, too, believe the current magazines are read by people of average and above average intelligence and the advertisements might more profitably be keyed to that class.

GERTRUDE PARIS.

New Product Advertised

Business papers and direct mail will be used in a campaign to advertise Duratone, a new laundry detergent, being made by Duratone, Inc., Cincinnati. The Procter & Collier Company, advertising agency of that city, is handling this account.

Seattle Representative

The Seattle office of the Walter Bidick Company has been appointed to handle Northwest distribution for the Radioart Guild of America, Los Angeles, electrical transcriptions.

DO YOU NEED SALES?

I'M looking for a maker of a product that is entitled to greater sales. I'm looking for a manufacturer who has enough confidence in his own goods to say, "If I don't sell more, it's my own fault."

I want to look the product over. I want to evaluate the market. I want to study past and present methods.

I want to be sold. And, if I'm sold, I want a job!

Five years ago, I chased a romantic will-of-the-wisp. For five years before that, I had done solid constructive work as Advertising Manager for two good companies. I had a record of which I was proud. But the will-of-the-wisp led me on, to the "rosy path" of advertising agency work. And for the last five years, I've been writing copy, contacting clients, soliciting business, preparing plans.

I've only been slightly successful—and dimly happy. I'm not an "agency man." I spend too much time on one account to make money. And I hate the everlasting turnover of agency clients.

Now I'm cured. I want a job spending all my time helping to sell more of one product on which I'm sold. I want to work—exclusively—for a manufacturer who believes in himself.

I want a clerk's salary until I produce. Then I want to be paid accordingly. Location is unimportant.

Can we talk it over?

"U," Box 127,
Printers' Ink.

Magazine Circulation Study

SIXTEEN magazines are covered in a series of circulation analyses issued by the Association of National Advertisers. Each series covers a four-year period, 1930, 1931, 1932 and 1933.

One study is devoted to five weekly publications, *Time*, *Liberty*, *Literary Digest*, *Collier's* and *The Saturday Evening Post*; another is devoted to six women's publications, *McCall's*, *Delineator*, *Pictorial Review*, *Good Housekeeping*, *Ladies' Home Journal* and *Woman's Home Companion*; while a third study covers five general monthly magazines, *Redbook*, *True Story*, *Cosmopolitan*, *American Magazine* and *National Geographic*.

Four-year studies were determined upon so as to take in the entire period since the introduction of the revised publisher's A. B. C. form which, in contrast to previous forms, permits of reconciling subscriptions received through vari-

ous sources and by various methods with the total number of subscriptions produced during the period covered by each publisher's statement.

Colored graphs are used to visualize the circulation data as broken down for each publication. Circulation of all magazines in each group is worked out on the same basis so that they may be compared.

Other tabulations show rate reductions, reduction in circulation guarantees and changes effected in obtaining circulation, that is, percentages sold through newsstand, by boys and by subscription. A supplementary study, which accompanies each series, highspots what each channel of production and each inducement produced of the total single copy and subscription sales.

Copies of the studies are available for purchase by non-members of the A. N. A. at \$2 per group study.

Humphrey Adds to Staff

The H. B. Humphrey Company, Boston advertising agency, has added to its staff Julian L. Watkins, in charge of copy; John C. Strouse, sales promotion and service; and Frank H. Hutchinson, retail merchandising and contact.

Mr. Watkins recently has been with *News-Week*. Mr. Strouse has been with Blackett-Sample-Hummert, Inc., and the Gardner Advertising Company.

Mr. Hutchinson has been engaged in the retail food business in New England.

Death of J. B. McNaughton

James B. McNaughton, who had been conducting his own merchandising and advertising business at Springfield, Mass., died at that city last week, aged forty-seven. He was president, last year, of the Springfield Advertising Club. He was formerly advertising manager of the Indian Motorcycle Company, with which he had been associated from 1908 to 1929.

New Accounts to Grey

The Weisbrod & Hess Brewing Company, Philadelphia, has placed its advertising account with the Grey Advertising Service, New York. Plans call for the use of newspaper, radio and outdoor advertising. Grey also has been appointed by Tre-Jur, Inc., New York, to handle the advertising of two new products, Parfum Mae West and Crepe de Chine.

Forms Keeney Publishing Company

F. P. Keeney, formerly president and treasurer of Engineering Publications, Inc., has disposed of his interest in that company. He has purchased two of its publications, *American Artisan* and *Heating, Piping and Air Conditioning*. He has organized The Keeney Publishing Company, with offices at 1900 Prairie Avenue, Chicago.

McBride Joins Web-Lite

W. H. McBride is now sales manager of the Web-Lite Company, Pittsburgh, maker of automatic display machines for use in windows, on counters and in convention exhibits. He was, for thirteen years, advertising and sales promotion manager of the Gainaday Electric Company, Pittsburgh, and, more recently, sales manager of the Alpha Claude Neon Corporation, of that city.

Appoints Filler

Edward J. Filler has been appointed director of lithography of the Liberty Show Printing Company, Pittsburgh. He has served in executive and advisory capacities with various lithographic establishments including the United States Lithographing Company, Einson-Freeman Company and Sackett and Wilhelms Company.

Tom Mix in New Adventures for Ralston Purina



IN the interest of the Ralston Purina Company, Tom Mix goes adventuring again.

Back in February, accompanied by the juvenile Betty and Bobby, he tore through a pageful of drama and, after a happy and victorious ending, he stepped out of character to urge readers to send him Ralston box tops, endorsed with their names and addresses. In return, he promised, he would send them a book—a combination Tom Mix biography and a Straight Shooters' Manual—along with a lucky horse-shoe-nail ring, a Straight Shooter sweater band, and a picture of Tom and his horse.

The page pulled box tops to the number of 151,355.

And now Tom rides forth over broader scope in an enlarged advertising program. With Betty and Bobby as his aides, Tom will go adventuring in twenty-four newspapers in a campaign that opened recently and will run through February. In addition, he's on the air over twenty stations, and in four national magazines that go to parents. Further, the Ralston wheat

cereal message—in these instances without Tom—goes into five publications that reach physicians and hospital executives.

Meanwhile, from Hollywood, comes another personage—Sylvia, builder of health and molder of beauty, who, over more than a score of stations, promotes Ry-Krisp. Ry-Krisp goes, also, into national magazines, into five publications that are read by medical men and dietitians, and into ten newspapers published in foreign languages.

Linking with the publication effort, the radio script for Ralston Wheat Cereal offers the same premiums as does the publication copy. Sylvia, over the air, offers diet and health advice in exchange for box-tops of Ry-Krisp.

And finally, Baby Ralston goes into general magazines, medical journals, and direct mail.

Ralston Purina is backing the campaign with literature to dealers. A dealer broadside, illustrating and explaining the program's high spots, proclaims, slogan-like: "This is Ralston Year."

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Rowser, Editor and President
1908—1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue,
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager,
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Canada
\$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ANDREW M. HOWE, Associate Editor
BERNARD A. GRIMES, News Editor

H. W. Marks
Eldridge Peterson
Arthur H. Little
S. E. Leith
Joel Lewis

Chicago: P. H. Erbes, Jr.
London: McDonough Russell

NEW YORK, NOVEMBER 9, 1933

Timid Advertisers The sharp attack on the Tugwell Bill delivered by PRINTERS' INK last week brought forth a chorus of approbation from manufacturers and distributors of foods, drugs and cosmetics.

This is natural enough, under the circumstances. Advertisers well know what would happen to their business if this bill, with its provisions for bureaucratic and autocratic meddling with advertising, should become law. That they would stand behind the scenes and clap their hands was natural.

But why do they not step boldly out into the open and do a little aggressive fighting for themselves?

The answer is—and we are here giving the composite reaction of a number of high-grade organizations to whom we directed this query—that they are afraid to speak out

because of possible future reprisals by the dilettante bureaucrats.

In manifesting this timidity, they are unjust both to themselves and to the aforesaid bureaucrats. If the bill is enacted, Secretary Wallace, Mr. Campbell, Professor Tugwell and the others can probably be relied upon not to try to eat alive or boil in oil any legitimate advertiser who forcefully and honestly fights them.

These officials, we repeat, are not Bolsheviks. What they are after is primarily the eradication of dangerous nostrums and the correction of some recognized advertising abuses. No right-minded person is going to quarrel with them about their objective, as there is plenty of work to be done along this line.

Their methods, however, are open to serious question. It is tragically absurd to wreck any great industry in order that a relatively few dangerous crooks and charlatans may be forced out of business and, better yet, thrown into cells.

PRINTERS' INK believes that the gentlemen in the Department of Agriculture, or anyway President Roosevelt, can be made to see and accept this view if it is presented to them decently and lucidly. The whole history of the Roosevelt Administration up to now goes far to establish this view.

What, then, are these manufacturers—food manufacturers, for instance—afraid of?

If they object to their enforced classification with producers of fake cancer cures, contraceptives and other questionable products—which they do and have a right to do—why don't they have the courage to say so publicly and in print?

Perhaps it is because, advertising being their very life blood, so to speak, they cannot bring themselves to admit that there are yet many cesspools in advertising that must be cleaned.

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manly course in a hurry. The cleaning is going to be done with a vengeance—if not by them, then by the Government. In the latter case, there may be little left when the work is completed.

Publications and associations are evincing a refreshing willingness to do their part. Legitimate individual advertisers must likewise do theirs.

If doing this job is *lese majeste*, let's all go to jail together.

The Farm Situation

In a refreshing editorial the New York Herald

Tribune expresses the opinion that the American farmer does not at all relish the idea of being regarded as the nation's pampered bad boy—which is the role forced upon him by certain politicians for purposes of their own.

If that newspaper were not altogether correct in its diagnosis the price-fixing scheme of certain Mid-Western governors—promptly and properly sat upon by President Roosevelt—would be something to worry about.

If some of the agitators had their way, a peasants' party would soon be a powerful factor in the country's political life. But the farmer, generally speaking, is a substantial and self-respecting business man—which is something quite remarkable in view of his exploitation for so many years by gentlemen who enjoy holding public office.

All this is a tribute not only to the farmer's inherent good sense but to the earnest efforts of the Government to make things as easy as possible for him. On account of his important place in the nation's economic set-up, more has been done for him than for any other class of business man.

The net result is that the farmer, taking him by and large, is in a more comfortable position than is any other comparable unit of

American industry. Under the circumstances, this may be regarded as quite a sizable statement but it is one whose truth will be recognized readily by anyone who takes the trouble to investigate and who is not influenced too much by the emotional utterances of politicians.

Managed or Mismanaged Currency

Unless one begins with wampum or seashells and works through the centuries, it is difficult in a short compass to tell just what a managed currency is. But it does seem unfair for orthodox bankers to tell business men they are bewildered. Statements by such bankers that we are now going into something untried and ridiculous are hardly fair.

There are three distinct theories on the relation between gold and the price level. Since there is no established expert opinion on the truth of any one, it is beside the point to damn a trial in advance on theoretical grounds.

It will readily occur to the average business man that few American bankers have shown they possess the knowledge or the right to poke fun at a trial of something which other nations have successfully accomplished.

The British Government, through its stabilization fund, showed conclusively that a Government can, by management, protect its currency against speculation and confusion in other countries.

Sweden also has had a managed system since September, 1931, revised in May, 1932. This system met a crucial test during the Krueger crisis in 1932 and maintained the purchasing power of the krona at a time when lack of faith was general in Sweden. It has been successful also in maintaining those industries which produce for the home market.

Many a man who criticized the Administration for not stabilizing

the currency at the World Economic Conference now sees why that delay was necessary.

Some business men will even agree with their farm customers that some sort of relationship between currency and commodities is a crying need of the times. They will not agree with the type of banker who raised his own pay, while loudly calling for the cutting of other men's wages, that anything in the way of a managed currency is bad just because it has not been used in this country before.

Let us remember that this depression came in under an unmanaged currency. It is well also to remember that an attempt to have a managed currency is not just a wild idea that happened to occur to a few men in Washington. It is a reform that many an economist has seen coming for the last twenty years.

There are, it is true, many difficulties in the way, many problems still unsolved. How a commodity index is going to be selected is a poser; other weaknesses appear on the surface. But let no business man be worried about his future plans merely because a few bankers, most of whom have shown their inability to deal with modern conditions, say that they are worried and confused.

It Works Both Ways

Congressman James M. Beck was on a safe ground when he warned publishers of newspapers and periodicals against venality superinduced by a sordid acquiescence to advertisers' desires or demands.

But his warning calls forth another one—this time aimed at advertisers.

An advertiser can ill afford to neglect a medium whose editorial opinions, or format, or feature stories fail to roll down his particular alley. The color of a man's hair is just as important as his

political belief or racial antecedents when it comes to making a customer out of him.

Let's not be prejudiced. It is comparatively easy these days, with all the facilities at our command, to choose the strongest media for advertising. It is the part of folly to neglect to use any medium because we can't see eye to eye with its editor. After all, he made it what it is and is responsible for its influential following.

Lo! The Smart Indian

Billy Pete, Navajo brave, has asked a leading question.

Recently the tribal council of the Navajo nation met with some representatives of the Government and were informed that the proposed erosion control program would necessitate reduction by almost half of the 1,400,000 sheep and goats owned by Navajos. However, they were told, the Government at the same time was offering to spend \$2,000,000 for schools, another \$1,000,000 for building roads and a third \$1,000,000 for erosion control works—all for the Navajo benefit.

At this point Billy Pete arose, in full majesty, we hope, and placed his question.

"They promise us that Washington will spend millions of dollars to help the Navajo people," he said. "I want to ask the white man something.

"For three years there was no money. We could get nothing for our sheep, our wool, our goat hair, our lambs. The white people had no money to buy our jewelry. Now the white officials promise to spend heaps of money in the Navajo country. Is this money they speak of theirs and where did it come from? That is what I want to know."

That, Billy Pete, is something many of us are wondering about. Ugh!

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We "raised"

(rates and
guarantee)

on these 4 ACES



After leading the field of women's magazines in low cost per page per thousand for over a year . . . after raising our guaranteed circulation (by 150,000) to a new 1,150,000 . . . after raising our rates to conform to the new circulation . . .

Fawcett Women's Group

True Confessions Screen Book Screen Play Hollywood

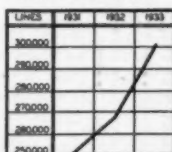
is still the outstanding buy in its field for low cost, effective coverage of a 482 million dollar market of responsive, buying women. The forward strides made by this preferred Group since 1931, and indications for the immediate future, is a refreshing story of progress . . . an unusual one:

CIRCULATION GAIN

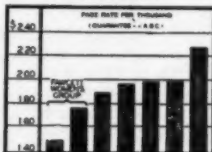


X Completion of the Group (during 3 pretty tough years)

LINEAGE GAIN



LEADERSHIP



AND NOW, until March 1, 1934, when the new rates become effective (with June issues), advertisers are offered an unprecedented bargain . . . a circulation of more than 1,150,000 at the old rates . . . a page rate per thousand at least 20% lower than the lowest ABC book or group appealing to the women's market . . . for a few months only.



\$1.48

per page
per thousand

On March 1, 1934,
the rate will still be
the lowest . . .

\$1.77



FAWCETT PUBLICATIONS, Inc.

MINNEAPOLIS

CHICAGO NEW YORK LOS ANGELES SAN FRANCISCO

Publishers: Radioland, Sterling Detective
Adventures, Golfer & Sportsman

Four-Year Record of November Advertising

	1933 Pages	1933 Lines	1932 Lines	1931 Lines	1930 Lines	1933 Jan.-Nov.
Fortune	74	46,717	25,700	47,005	38,236	338,663
Town & Country (2 is.)	42	28,292	26,441	45,054	78,139	292,527
Cosmopolitan	59	25,119	19,130	24,871	39,125	237,368
House & Garden	39	24,392	20,200	38,812	75,420	204,720
N. Y. Met. Edition	51	32,435	27,804			263,422
The Spur	34	22,953	21,525	a45,836	a91,221	197,440
Vanity Fair	34	21,619	13,945	29,580	51,988	151,992
N. Y. Met. Edition	41	25,885	16,473			180,621
American Magazine	47	20,346	20,896	29,856	35,637	194,542
The Chicagoan	28	18,816	16,212	19,396	a22,176	194,006
Nation's Business	41	17,763	15,556	28,346	42,301	151,540
Home & Field	27	16,848	10,179	16,247	10,639	108,152
Motion Picture	39	16,565	12,954	13,208	16,983	145,290
Movie Classic	38	16,379	11,698	9,662	11,355	142,226
Yachting	35	15,015	14,285	21,879	31,531	199,740
Shadoplay	35	14,933				b72,259
Motor Boating	34	14,742	17,496	35,532	47,628	217,354
Country Life	22	14,693	14,704	34,332	57,702	156,790
Better Homes & Gardens	29	13,171	8,735	14,165	17,626	140,405
Redbook	31	13,092	12,434	11,782	14,931	140,617
Popular Mechanics	58	13,020	14,448	21,392	29,568	126,196
Popular Science Monthly	29	12,404	11,058	17,048	22,982	97,703
Christian Herald	18	12,206	11,685	17,467	c22,589	108,587
Forbes (2 Oct. is.)	29	12,090	7,772	18,813	28,621	d94,892
The Sportsman	18	e12,013	10,460	14,852	32,021	119,052
The Instructor	17	11,939	11,853	13,666	17,706	116,846
House Beautiful	17	10,817	7,873	21,969	38,958	86,369
New Eng. Edition	25	16,111				145,620
N. Y. Met. Edition	20	12,831				f82,799
Physical Culture	25	10,719	12,479	16,548	19,332	96,313
Boys' Life	16	10,564	10,392	15,810	16,840	91,169
Harpers Magazine	46	10,360	12,936	18,676	23,044	93,240
The Grade Teacher	23	10,147	6,946	9,387	11,284	76,618
Polo	15	9,912	10,484	11,928	9,408	108,852
Field & Stream	21	8,866	8,765	12,441	16,588	104,845
American Home	14	8,848	6,952	16,701	30,400	67,018
N. Y. Met. Edition	22	13,769	10,575			99,329
Arts & Decoration	13	8,820	11,004	29,736	54,852	64,079
Modern Mechanix	39	8,738				77,007
Radio News	18	7,818	8,048	10,829	12,479	63,779
American Boy	11	7,765	10,193	10,465	19,126	71,136
Sunset	18	7,638	5,344	4,991	11,842	73,113
Atlantic Monthly	34	7,531	11,631	14,478	20,005	64,930
Scribner's	17	e7,381	e9,115	8,267	11,632	60,526
Rev. of Rev. & World's Work	17	7,239	8,997	12,294	21,001	71,189
Dream World	17	7,192	7,022	7,281	12,141	61,854
National Sportsman	17	7,137	8,367	10,104	12,783	69,656
College Humor	17	7,110	4,748	11,567	9,712	50,257
Extension Magazine	10	6,981	7,764	11,873	7,592	90,179
Real Detective	16	6,888	6,188	8,008	8,866	63,571
Screenland	16	6,881	6,806	8,125	9,226	87,388
American Rifleman	16	6,715	6,149	5,532	6,012	73,886
National Geographic	28	6,622	6,839	7,938	13,637	61,523
True Experiences	15	6,563	3,295	8,146	11,951	51,409
Silver Screen	15	6,475	6,851	9,701		78,681
Modern Living	15	6,449	5,093	7,141	5,012	55,742
Open Road for Boys	15	6,257	8,542	6,811	9,812	66,697
Sports Afield	15	6,234	6,577	7,004	6,420	78,712
Picture Play	15	6,221	6,406	7,078	6,149	50,127
Outdoor Life	14	6,035	6,684	7,489	11,073	71,245
Travel	9	5,891	6,004	6,408	9,480	66,606
Screen Romances	14	5,863	5,577	6,578	7,809	58,280
Psychology	13	5,780	6,293	9,417	8,580	51,962
St'ling Detective Adventures	13	5,570				43,675
Uni. Model Airplane News	13	5,512	6,524	9,867	5,661	49,594
Hunting & Fishing	13	5,494	6,624	8,783	9,856	56,769
Elks Magazine	13	g5,406	g3,718	6,764	6,770	50,280
American Legion Monthly	12	5,071	5,396	7,254	8,942	53,114
Mag. Wall St. (2 Oct. is.)	12	5,055	h9,863	h7,723	12,118	d52,496
Life	12	4,994	6,362	113,043	114,473	66,762
The Forum	12	4,954	7,722	10,725	15,344	51,385
American Golfer	8	4,784	4,743	9,505	11,906	78,359
Judge (Oct.)	11	4,680	4,977	j17,353	k10,264	d44,671
New Outlook	11	4,587	8,300	h6,484	16,741	53,482
Film Fun	11	4,576	4,719	5,863	7,150	49,015
Scientific American	9	3,847	4,305	4,147	5,065	33,279
American Mercury	17	3,824	4,765	5,208	8,492	28,695
Golden Book	15	g3,431	g3,360	g6,610	13,477	29,083
St. Nicholas	7	3,143	3,065	8,081	6,338	32,176

(Continued on page 94)

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GOLD RINGS

CHILDREN get a big kick out of the merry-go-round. They love to reach for the rings as they whirl round and round. But the big thrill comes when chance puts the coveted gold ring within their grasp. The ring that gives them another ride free—more for their money.

Chance alone rules the fortunes of the merry-go-round rider—the steel ring and a thrilling ride for his money, or the gold ring and double action for the same outlay. But choice, rather than chance, is open to the buyer of advertising space. He may pick, almost at random, one of the "steel ring" magazines and get his money's worth. Or, eliminating chance entirely, he can select one of the "gold ring" variety and get more for his money.

Certain magazines fall in the gold ring class, because of their greater usefulness to their readers and because of the greater buying activity of their markets. They give advertisers extra value, so essential under present conditions.

The importance of extra value at the present time was brought out by Stuart Peabody, president of the Association of National Advertisers at the annual convention of the Audit Bureau of Circulations. He stated, "One thing advertisers are learning under the stern discipline of mother necessity, is to make a shrunken and comparatively small advertising appropriation go a long way."

The Parents' Magazine is one of the gold ring or extra value variety. It will make that smaller advertising appropriation go a long way because it reaches an audience made up en-



tirely of mothers of growing children—housewives who are passing through the most active buying years of their lives. These women are buying at a rate they never before have experienced—for themselves, for their husbands, for their children, for their homes. They form the Market of Greatest Buying Expectancy.

More than 300,000 mothers use The Parents' Magazine as their guide to problems of child rearing. It is only natural that they should use it as a guide to family buying as well. And buying habits formed during this period last for many years.

If you sell foods, toilet goods, household products or equipment, you get more for your money when you select the one magazine read only by mothers of growing children—the Market of Greatest Buying Expectancy.

the
PARENTS' MAGAZINE

114 EAST THIRTY SECOND STREET, NEW YORK

1933
ad.-Nov.
338,663
292,527
237,368
204,720
263,422
197,440
151,992
180,621
194,542
194,006
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108,152
145,290
142,226
199,740
172,259
217,354
156,790
140,405
140,617
126,196
97,703
108,587
194,892
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116,846
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145,620
182,799
96,313
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0,127
1,245
6,606
8,280
1,962
3,675
9,594
5,769
2,280
1,114
2,496
7,762
385
1,359
671
482
015
279
695
083
176

	(Continued from page 92)					
	1933 Pages	1933 Lines	1932 Lines	1931 Lines	1930 Lines	1933 Jan.-Nov.
Munsey Combination	14	3,136	2,912	3,584	5,320	22,250
American Forests	7	2,940	2,660	3,150	4,054	32,005
Asia	6	2,772	4,680	3,834	5,400	26,750
True Detective Mysteries ..	6	2,644	3,720	10,048	17,460	24,599
Dell Men's Group	12	2,576	1,680	3,360	2,610	23,731
Current History	11	2,478	3,662	3,293	2,372	26,846
Street & Smith's Big 7 Group	10	2,296	1,792	4,256	5,152	20,832
Rotarian	4	1,928	2,501	3,430	5,039	27,195
Nature Magazine	5	1,921	3,650	4,238	4,900	28,110
The Lion	4	1,470	2,307	3,597	4,062	23,333
Street & Smith Comb.	5	1,120	1,344	840	1,400	11,228
Blue Book	4	g817	g850	3,023	1,135	7,788

Totals 821,148 735,686 1,103,585 1,510,672 7,650,581
 a Two Is. b June-Nov. 1933 lineage. c Five Is. d Jan.-Oct., 1933 lineage. e
 Larger Page Size. f Apr.-Nov., 1933 lineage. g Smaller Page Size. h Three Oct.
 Is. i Four Is. j Five Oct. Is. k Four Oct. Is.

WOMEN'S MAGAZINES

Vogue (2 is.)	101	63,937	61,184	83,252	108,162	548,787
Ladies' Home Journal	83	56,265	52,188	72,192	87,209	474,141
Woman's Home Companion ..	78	52,876	37,716	57,586	66,046	429,920
Harper's Bazaar	79	52,874	43,719	60,218	80,494	436,570
Good Housekeeping	118	50,474	44,213	59,043	80,071	438,810
McCall's	71	47,979	39,658	47,213	53,412	441,069
Delineator	44	30,121	27,542	36,176	42,275	285,008
True Story	50	21,375	26,486	32,191	31,899	194,391
Photoplay	45	19,305	13,059	17,138	23,830	153,802
Pictorial Review	25	17,118	18,849	32,945	42,805	164,275
Parents' Magazine	34	14,521	11,010	18,169	20,051	126,098
Tower Magazines	29	12,242	12,510	12,758	11,231	136,642
Household Magazine	17	11,846	7,380	11,913	17,497	116,204
Modern Magazines	27	11,752	10,915	11,088	3,727	107,654
Holland's	13	9,725	9,931	16,077	24,890	88,904
Farmer's Wife	14	9,205	11,251	11,652	16,418	100,501
True Confessions	20	8,205	7,453	10,470	7,742	68,031
Screen Book	19	7,922	5,863	a		63,910
True Romances	18	7,867	9,314	8,852	13,417	64,098
Screen Play	19	7,796	7,214	8,806		63,698
Junior League Magazine ..	16	6,915	7,950	11,930	15,847	51,252
Hollywood	16	6,770	6,552	3,753		51,483
Child Life	15	6,575	5,155	9,972	15,085	46,268
Woman's World	8	5,663	7,700	9,039	13,325	61,406
Needlecraft	6	4,080	3,099	5,315	6,481	46,665
Junior Home Magazine ...	7	b3,066	b4,201	b6,920	14,887	32,222
Messenger of Sacred Heart	8	1,881	1,953	2,407	2,528	22,465

Totals 548,355 494,065 657,075 799,329 4,814,274
 a No Is. b Smaller Page Size.

NATIONAL WEEKLIES (4 October Issues)

	1933 Pages	1933 Lines	1932 Lines	1931 Lines	1930 Lines	1933 Jan.-Oct.
Saturday Evening Post	198	134,424	a135,918	a230,927	272,148	1,147,898
New Yorker	207	88,430	a78,279	a111,197	115,758	620,009
Time	172	a74,106	a54,208	67,346	81,278	579,844
American Weekly	37	a68,973	a80,090	89,351	73,878	533,093
Collier's	97	66,466	a53,494	a91,150	103,165	559,284
Literary Digest	63	28,663	a38,506	a33,594	49,793	254,913
Liberty	50	21,146	a21,306	a22,851	39,972	186,125
Business Week	43	18,387	20,818	31,827	a28,893	159,253
News-Week	25	10,667				82,051
Scholastic	17	6,776	b6,481	c10,315	b8,716	37,257
The Nation	14	5,700	7,485	10,900	a17,200	62,330
New Republic	13	5,546	5,819	10,223	a11,655	52,293

Totals 529,284 502,404 709,681 802,456 4,274,350
 a Five Is. b Two Is. c Three Is.

CANADIAN (October Issues)

Maclean's (2 is.)	37	25,893	32,579	37,597	59,722	281,205
Mayfair	40	25,387	23,611	34,415	47,638	204,198
Canadian Home Journal ...	34	23,726	32,304	31,909	35,448	230,734
The Chatelaine	28	19,806	21,321	22,092	15,511	178,910
Liberty (4 is.)	46	19,537				175,120
National Home Monthly ..	26	17,918	16,495	22,954	29,835	161,718
Can. Homes & Gardens ...	20	a13,139	18,145	29,708	41,694	142,306
The Canadian Magazine ...	14	9,519	12,970	b10,079	12,618	123,774
Canadian Business (Nov.)	18	7,759	8,610	8,190	8,020	c87,364

Totals 162,684 168,035 196,944 250,486 1,585,329
 a Larger Page Size. b Oct. & Nov. issues combined. c Jan.-Nov., 1933 lineage.
 Grand Totals 2,061,471 1,900,190 2,667,285 3,362,943 18,324,534

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 1933
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 22,250
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the "plus" of GROUP buying

The STUYVESANT GROUP offers advertisers of quality merchandise these outstanding advantages. ● **MARKET** . . . An immediate and active source of sales from people whose buying power is assured. ● **COVERAGE** . . . More than 165,000 (ABC) families . . . reached directly through active interest in Fashion . . . Society . . . Home. ● **COST** . . . You can place your selling messages before this affluent group for a moderate investment of your advertising dollars. And the basic group rate for a one time insertion is 5% less than the aggregate rates. For advertising schedules used within a year, discounts run as high as 25%.

IMPORTANT: With the advent of Repeal . . . advertisers of fine wines, beers and liquors should investigate this 'first' market where substantial means make social activities a major interest.

Harper's Bazaar Town & Country
Home & Field

The STUYVESANT GROUP

LAURENCE A. WEAVER, DIRECTOR GROUP SALES

572 MADISON AVENUE, NEW YORK CITY

The Little Schoolmaster's Classroom

THE double-page business-paper spread reproduced below contains a merchandising lesson in a couple of hundred words and a picture. Unfortunately, like a great many lessons, it will probably be forgotten by all but a very few when the unhappy working of the business cycle once more swings us into a trough.

For the last several years the Schoolmaster has been watching the history of the Arrow Trump Shirt with unusual interest. He has quoted its history to many advertisers and has used this one product as an object lesson in many a discussion of price-cutting.

At a time when manufacturers' competing products were cutting the price so that in some instances department stores were offering what seemed to be a similar product for just about one-half of the \$1.95 asked for the Trump Shirt, Cluett, Peabody stuck to their guns.

Throughout this whole period the sales of this particular model continued to stay right up in the lead. The price-cutters cut their heads off, but Trump continued to sell. It remained one product the consumer could buy with thorough

confidence—and even in the depths of the depression many consumers still wanted their money's worth.

There are two big lessons in the career of the Trump Shirt. The first is that a whole lot of price-cutting is unnecessary. Of course, the gyps have to cut their prices because they haven't honest merchandise to sell, but the reputable manufacturer with an advertised product does not need to cut his prices, or at least does not need to cut them so deeply as to meet every gyp who is competing with him.

The second lesson is that now that we are beginning to enter an era of rising prices, the manufacturers of Trump Shirts are sitting pretty.

As they say in their copy, "If Arrow Trump can stand up and lick cheap shirts during the tough lean years, naturally it's going to get a still bigger boost when people get more money to spend—naturally it'll turn over still faster when the lights in the country are turned on again—when the clouds of the economic depression have disappeared from view."

The Schoolmaster is not naïve enough to believe that many manufacturers will remember this les-

What happened to TRUMP *when the lights went out*

It seems like a dream now—but those days were real enough, all right. You know. The department store—when the lights in the country went out, and in some cases of the million kinds of cheap merchandise in the history of business.

What was happening to Arrow Trump all this time? Was Trump wrong price? No! Trump was still coming to deliver a shirt, the people. Was the quality of Trump long cheapened and lowered? No. Arrow was selling all the Arrow clothing. Arrow kept all Arrow shirts.

That's why Arrow Trump was the most popular shirt in America in 1922—1923—1924—1925—1926—1927—1928—1929—1930—1931—1932—1933—1934—1935—1936—1937—1938—1939—1940—1941—1942—1943—1944—1945—1946—1947—1948—1949—1950—1951—1952—1953—1954—1955—1956—1957—1958—1959—1960—1961—1962—1963—1964—1965—1966—1967—1968—1969—1970—1971—1972—1973—1974—1975—1976—1977—1978—1979—1980—1981—1982—1983—1984—1985—1986—1987—1988—1989—1990—1991—1992—1993—1994—1995—1996—1997—1998—1999—2000—2001—2002—2003—2004—2005—2006—2007—2008—2009—2010—2011—2012—2013—2014—2015—2016—2017—2018—2019—2020—2021—2022—2023—2024—2025—2026—2027—2028—2029—2030—2031—2032—2033—2034—2035—2036—2037—2038—2039—2040—2041—2042—2043—2044—2045—2046—2047—2048—2049—2050—2051—2052—2053—2054—2055—2056—2057—2058—2059—2060—2061—2062—2063—2064—2065—2066—2067—2068—2069—2070—2071—2072—2073—2074—2075—2076—2077—2078—2079—2080—2081—2082—2083—2084—2085—2086—2087—2088—2089—2090—2091—2092—2093—2094—2095—2096—2097—2098—2099—2100—2101—2102—2103—2104—2105—2106—2107—2108—2109—2110—2111—2112—2113—2114—2115—2116—2117—2118—2119—2120—2121—2122—2123—2124—2125—2126—2127—2128—2129—2130—2131—2132—2133—2134—2135—2136—2137—2138—2139—2140—2141—2142—2143—2144—2145—2146—2147—2148—2149—2150—2151—2152—2153—2154—2155—2156—2157—2158—2159—2160—2161—2162—2163—2164—2165—2166—2167—2168—2169—2170—2171—2172—2173—2174—2175—2176—2177—2178—2179—2180—2181—2182—2183—2184—2185—2186—2187—2188—2189—2190—2191—2192—2193—2194—2195—2196—2197—2198—2199—2200—2201—2202—2203—2204—2205—2206—2207—2208—2209—2210—2211—2212—2213—2214—2215—2216—2217—2218—2219—2220—2221—2222—2223—2224—2225—2226—2227—2228—2229—2230—2231—2232—2233—2234—2235—2236—2237—2238—2239—2240—2241—2242—2243—2244—2245—2246—2247—2248—2249—2250—2251—2252—2253—2254—2255—2256—2257—2258—2259—2260—2261—2262—2263—2264—2265—2266—2267—2268—2269—2270—2271—2272—2273—2274—2275—2276—2277—2278—2279—2280—2281—2282—2283—2284—2285—2286—2287—2288—2289—2290—2291—2292—2293—2294—2295—2296—2297—2298—2299—2300—2301—2302—2303—2304—2305—2306—2307—2308—2309—2310—2311—2312—2313—2314—2315—2316—2317—2318—2319—2320—2321—2322—2323—2324—2325—2326—2327—2328—2329—2330—2331—2332—2333—2334—2335—2336—2337—2338—2339—2340—2341—2342—2343—2344—2345—2346—2347—2348—2349—2350—2351—2352—2353—2354—2355—2356—2357—2358—2359—2360—2361—2362—2363—2364—2365—2366—2367—2368—2369—2370—2371—2372—2373—2374—2375—2376—2377—2378—2379—2380—2381—2382—2383—2384—2385—2386—2387—2388—2389—2390—2391—2392—2393—2394—2395—2396—2397—2398—2399—2400—2401—2402—2403—2404—2405—2406—2407—2408—2409—2410—2411—2412—2413—2414—2415—2416—2417—2418—2419—2420—2421—2422—2423—2424—2425—2426—2427—2428—2429—2430—2431—2432—2433—2434—2435—2436—2437—2438—2439—2440—2441—2442—2443—2444—2445—2446—2447—2448—2449—2450—2451—2452—2453—2454—2455—2456—2457—2458—2459—2460—2461—2462—2463—2464—2465—2466—2467—2468—2469—2470—2471—2472—2473—2474—2475—2476—2477—2478—2479—2480—2481—2482—2483—2484—2485—2486—2487—2488—2489—2490—2491—2492—2493—2494—2495—2496—2497—2498—2499—2500—2501—2502—2503—2504—2505—2506—2507—2508—2509—2510—2511—2512—2513—2514—2515—2516—2517—2518—2519—2520—2521—2522—2523—2524—2525—2526—2527—2528—2529—2530—2531—2532—2533—2534—2535—2536—2537—2538—2539—2540—2541—2542—2543—2544—2545—2546—2547—2548—2549—2550—2551—2552—2553—2554—2555—2556—2557—2558—2559—2560—2561—2562—2563—2564—2565—2566—2567—2568—2569—2570—2571—2572—2573—2574—2575—2576—2577—2578—2579—2580—2581—2582—2583—2584—2585—2586—2587—2588—2589—2590—2591—2592—2593—2594—2595—2596—2597—2598—2599—2600—2601—2602—2603—2604—2605—2606—2607—2608—2609—2610—2611—2612—2613—2614—2615—2616—2617—2618—2619—2620—2621—2622—2623—2624—2625—2626—2627—2628—2629—2630—2631—2632—2633—2634—2635—2636—2637—2638—2639—2640—2641—2642—2643—2644—2645—2646—2647—2648—2649—2650—2651—2652—2653—2654—2655—2656—2657—2658—2659—2660—2661—2662—2663—2664—2665—2666—2667—2668—2669—2670—2671—2672—2673—2674—2675—2676—2677—2678—2679—2680—2681—2682—2683—2684—2685—2686—2687—2688—2689—2690—2691—2692—2693—2694—2695—2696—2697—2698—2699—2700—2701—2702—2703—2704—2705—2706—2707—2708—2709—2710—2711—2712—2713—2714—2715—2716—2717—2718—2719—2720—2721—2722—2723—2724—2725—2726—2727—2728—2729—2730—2731—2732—2733—2734—2735—2736—2737—2738—2739—2740—2741—2742—2743—2744—2745—2746—2747—2748—2749—2750—2751—2752—2753—2754—2755—2756—2757—2758—2759—2760—2761—2762—2763—2764—2765—2766—2767—2768—2769—2770—2771—2772—2773—2774—2775—2776—2777—2778—2779—2780—2781—2782—2783—2784—2785—2786—2787—2788—2789—2790—2791—2792—2793—2794—2795—2796—2797—2798—2799—2800—2801—2802—2803—2804—2805—2806—2807—2808—2809—2810—2811—2812—2813—2814—2815—2816—2817—2818—2819—2820—2821—2822—2823—2824—2825—2826—2827—2828—2829—2830—2831—2832—2833—2834—2835—2836—2837—2838—2839—2840—2841—2842—2843—2844—2845—2846—2847—2848—2849—2850—2851—2852—2853—2854—2855—2856—2857—2858—2859—2860—2861—2862—2863—2864—2865—2866—2867—2868—2869—2870—2871—2872—2873—2874—2875—2876—2877—2878—2879—2880—2881—2882—2883—2884—2885—2886—2887—2888—2889—2890—2891—2892—2893—2894—2895—2896—2897—2898—2899—2900—2901—2902—2903—2904—2905—2906—2907—2908—2909—2910—2911—2912—2913—2914—2915—2916—2917—2918—2919—2920—2921—2922—2923—2924—2925—2926—2927—2928—2929—2930—2931—2932—2933—2934—2935—2936—2937—2938—2939—2940—2941—2942—2943—2944—2945—2946—2947—2948—2949—2950—2951—2952—2953—2954—2955—2956—2957—2958—2959—2960—2961—2962—2963—2964—2965—2966—2967—2968—2969—2970—2971—2972—2973—2974—2975—2976—2977—2978—2979—2980—2981—2982—2983—2984—2985—2986—2987—2988—2989—2990—2991—2992—2993—2994—2995—2996—2997—2998—2999—3000—3001—3002—3003—3004—3005—3006—3007—3008—3009—3010—3011—3012—3013—3014—3015—3016—3017—3018—3019—3020—3021—3022—3023—3024—3025—3026—3027—3028—3029—3030—3031—3032—3033—3034—3035—3036—3037—3038—3039—3040—3041—3042—3043—3044—3045—3046—3047—3048—3049—3050—3051—3052—3053—3054—3055—3056—3057—3058—3059—3060—3061—3062—3063—3064—3065—3066—3067—3068—3069—3070—3071—3072—3073—3074—3075—3076—3077—3078—3079—3080—3081—3082—3083—3084—3085—3086—3087—3088—3089—3090—3091—3092—3093—3094—3095—3096—3097—3098—3099—3100—3101—3102—3103—3104—3105—3106—3107—3108—3109—3110—3111—3112—3113—3114—3115—3116—3117—3118—3119—3120—3121—3122—3123—3124—3125—3126—3127—3128—3129—3130—3131—3132—3133—3134—3135—3136—3137—3138—3139—3140—3141—3142—3143—3144—3145—3146—3147—3148—3149—3150—3151—3152—3153—3154—3155—3156—3157—3158—3159—3160—3161—3162—3163—3164—3165—3166—3167—3168—3169—3170—3171—3172—3173—3174—3175—3176—3177—3178—3179—3180—3181—3182—3183—3184—3185—3186—3187—3188—3189—3190—3191—3192—3193—3194—3195—3196—3197—3198—3199—3200—3201—3202—3203—3204—3205—3206—3207—3208—3209—3210—3211—3212—3213—3214—3215—3216—3217—3218—3219—3220—3221—3222—3223—3224—3225—3226—3227—3228—3229—3230—3231—3232—3233—3234—3235—3236—3237—3238—3239—3240—3241—3242—3243—3244—3245—3246—3247—3248—3249—3250—3251—3252—3253—3254—3255—3256—3257—3258—3259—3260—3261—3262—3263—3264—3265—3266—3267—3268—3269—3270—3271—3272—3273—3274—3275—3276—3277—3278—3279—3280—3281—3282—3283—3284—3285—3286—3287—3288—3289—3290—3291—3292—3293—3294—3295—3296—3297—3298—3299—3300—3301—3302—3303—3304—3305—3306—3307—3308—3309—3310—3311—3312—3313—3314—3315—3316—3317—3318—3319—3320—3321—3322—3323—3324—3325—3326—3327—3328—3329—3330—3331—3332—3333—3334—3335—3336—3337—3338—3339—3340—3341—3342—3343—3344—3345—3346—3347—3348—3349—3350—3351—3352—3353—3354—3355—3356—3357—3358—3359—3360—3361—3362—3363—3364—3365—3366—3367—3368—3369—3370—3371—3372—3373—3374—3375—3376—3377—3378—3379—3380—3381—3382—3383—3384—3385—3386—3387—3388—3389—3390—3391—3392—3393—3394—3395—3396—3397—3398—3399—3400—3401—3402—3403—3404—3405—3406—3407—3408—3409—3410—3411—3412—3413—3414—3415—3416—3417—3418—3419—3420—3421—3422—3423—3424—3425—3426—3427—3428—3429—3430—3431—3432—3433—3434—3435—3436—3437—3438—3439—3440—3441—3442—3443—3444—3445—3446—3447—3448—3449—3450—3451—3452—3453—3454—3455—3456—3457—3458—3459—3460—3461—3462—3463—3464—3465—3466—3467—3468—3469—3470—3471—3472—3473—3474—3475—3476—3477—3478—3479—3480—3481—3482—3483—3484—3485—3486—3487—3488—3489—3490—3491—3492—3493—3494—3495—3496—3497—3498—3499—3500—3501—3502—3503—3504—3505—3506—3507—3508—3509—3510—3511—3512—3513—3514—3515—3516—3517—3518—3519—3520—3521—3522—3523—3524—3525—3526—3527—3528—3529—3530—3531—3532—3533—3534—3535—3536—3537—3538—3539—3540—3541—3542—3543—3544—3545—3546—3547—3548—3549—3550—3551—3552—3553—3554—3555—3556—3557—3558—3559—3560—3561—3562—3563—3564—3565—3566—3567—3568—3569—3570—3571—3572—3573—3574—3575—3576—3577—3578—3579—3580—3581—3582—3583—3584—3585—3586—3587—3588—3589—3590—3591—3592—3593—3594—3595—3596—3597—3598—3599—3600—3601—3602—3603—3604—3605—3606—3607—3608—3609—3610—3611—3612—3613—3614—3615—3616—3617—3618—3619—3620—3621—3622—3623—3624—3625—3626—3627—3628—3629—3630—3631—3632—3633—3634—3635—3636—3637—3638—3639—3640—3641—3642—3643—3644—3645—3646—3647—3648—3649—3650—3651—3652—3653—3654—3655—3656—3657—3658—3659—3660—3661—3662—3663—3664—3665—3666—3667—3668—3669—3670—3671—3672—3673—3674—3675—3676—3677—3678—3679—3680—3681—3682—3683—3684—3685—3686—3687—3688—3689—3690—3691—3692—3693—3694—3695—3696—3697—3698—3699—3700—3701—3702—3703—3704—3705—3706—3707—3708—3709—3710—3711—3712—3713—3714—3715—3716—3717—3718—3719—3720—3721—3722—3723—3724—3725—3726—3727—3728—3729—3730—3731—3732—3733—3734—3735—3736—3737—3738—3739—3740—3741—3742—3743—3744—3745—3746—3747—3748—3749—3750—3751—3752—3753—3754—3755—3756—3757—3758—3759—3760—3761—3762—3763—3764—3765—3766—3767—3768—3769—3770—3771—3772—3773—3774—3775—3776—3777—3778—3779—3780—3781—3782—3783—3784—3785—3786—3787—3788—3789—3790—3791—3792—3793—3794—3795—3796—3797—3798—3799—3800—3801—3802—3803—3804—3805—3806—3807—3808—3809—3810—3811—3812—3813—3814—3815—3816—3817—3818—3819—3820—3821—3822—3823—3824—3825—3826—3827—3828—3829—3830—3831—3832—3833—3834—3835—3836—3837—3838—3839—3840—3841—3842—3843—3844—3845—3846—3847—3848—3849—3850—3851—3852—3853—3854—3855—3856—3857—3858—3859—3860—3861—3862—3863—3864—3865—3866—3867—3868—3869—3870—3871—3872—3873—3874—3875—3876—3877—3878—3879—3880—3881—3882—3883—3884—3885—3886—3887—3888—3889—3890—3891—3892—3893—3894—3895—3896—3897—3898—3899—3900—3901—3902—3903—3904—3905—3906—3907—3908—3909—3910—3911—3912—3913—3914—3915—3916—3917—3918—3919—3920—3921—3922—3923—3924—3925—3926—3927—3928—3929—3930—3931—3932—3933—3934—3935—3936—3937—3938—3939—3940—3941—3942—3943—3944—3945—3946—3947—3948—3949—3950—3951—3952—3953—3954—3955—3956—3957—3958—3959—3960—3961—3962—3963—3964—3965—3966—3967—3968—3969—3970—3971—3972—3973—3974—3975—3976—3977—3978—3979—3980—3981—3982—3983—3984—3985—3986—3987—3988—3989—3990—3991—3992—3993—3994—3995—3996—3997—3998—3999—4000—4001—4002—4003—4004—4005—4006—4007—4008—4009—4010—4011—4012—4013—4014—4015—4016—4017—4018—4019—4020—4021—4022—4023—4024—4025—4026—4027—4028—4029—4030—4031—4032—4033—4034—4035—4036—4037—4038—4039—4040—4041—4042—4043—4044—4045—4046—4047—4048—4049—4050—4051—4052—4053—4054—4055—4056—4057—4058—4059—4060—4061—4062—4063—4064—4065—4066—4067—4068—4069—4070—4071—4072—4073—4074—4075—4076—4077—4078—4079—4080—4081—4082—4083—4084—4085—4086—4087—4088—4089—4090—4091—4092—4093—4094—4095—4096—4097—4098—4099—4100—4101—4102—4103—4104—4105—4106—4107—4108—4109—4110—4111—4112—4113—4114—4115—4116—4117—4118—4119—4120—4121—4122—4123—4124—4125—4126—4127—4128—4129—4130—4131—4132—4133—4134—4135—4136—4137—4138—4139—4140—4141—4142—4143—4144—4145—4146—4147—4148—4149—4150—4151—4152—4153—4154—4155—4156—4157—4158—4159—4160—4161—4162—4163—4164—4165—4166—4167—4168—4169—4170—4171—4172—4173—4174—4175—4176—4177—4178—4179—4180—4181—418

son the next time prices begin to go down. He hopes, however, that a few will remember and profit.

* * *

From William A. Sturgis, vice-president, Smith, Sturgis & Moore, Inc., the Schoolmaster received the following inquiry:

"On November 4th we start our twenty-fifth year. We are wondering how many agencies there are older than we are."

The question of the oldest advertising agency was taken up in **PRINTERS' INK** a year or so ago. At that time the oldest advertising agency proved to be a British agency, R. F. White & Son, Ltd., which was founded in 1800 by James White, a close friend of Charles Lamb.

* * *

The workings of NRA have been responsible for a great deal of good and a great deal of bad advertising. Two unusually good ads recently originated in the shoe industry.

The first was an advertisement for Douglas shoes and capitalized on the great amount of current talk about profiteers.

It was headed: "These Prices Can't Go Up" and said in part:

"When a pair of W. L. Douglas shoes is made, a fair retail price is determined from the actual cost—and that price is stamped on the sole. It can't be altered or raised. We will not profiteer. The shoes must be sold as stamped. That's why you save money this fall. 430,000 pairs of new style Douglas shoes were made and stamped when leather and manufacturing costs were low. Costs have since soared. Shoes are up. But not these Douglas shoes."

That argument is simple enough for the dumbest consumer to grasp and cogent enough to be thoroughly convincing.

* * *

The second advertisement, for Regal shoes, is worth quoting at some length. It was headed, "The NRA Is as Simple as ABC" and said:

"General Johnson figures that men now out of work previously had a job in some industry. He is

I WANT ONE OF THE TOUGHEST advertising - merchandising - selling JOBS IN THE UNITED STATES!

HAVE YOU A complex advertising problem—a department or subsidiary business requiring reorganization and stimulation—or a selling program crying for regeneration? Are you an agency with clients fretting for stark sales help from you? ● **I CAN PROVE TO YOU with PROOF YOU'LL ACCEPT,** intimate merchandising - advertising knowledge, a personal selling ability, and a record of **MANAGEMENT and ACCOMPLISHMENT** which warrants the accompanying headline ● Employed at present—I want a hard **NEW** assignment under today's challenging conditions. If immediate dollars were of first importance, I would not now be advertising. I will tackle a real opportunity such as the one I tackled several years ago (and have whipped) for a fraction of my average depression salary ● A big organization or agency would get all my earnings back in a few months, I believe, on printing production methods and savings alone, which are rarely available ● Ask me to **PROVE** these broad claims with interesting organized evidence—reports, unique researches, facts, figures, books, budgets, sales manuals, successful writing and copy, et cetera ● I am married—36—family—Gentile—Chicago preferred, but can go anywhere.

**"W," Box 126, Printers' Ink
CHICAGO or NEW YORK**

Available January 1st— sooner if you say so.

ONE of the best known sales managers in the country, marketing a high priced home appliance with unusual success for the past eight years, through retail branches and dealers, is considering a change of scenery. He doesn't have to leave his present position, however.

Constant sales increases have been his results right through the depression up to 1932. The depression caught up with him last year, but 1933 finds him on the upward climb again.

He has built and trained, from the very ground up, an organization of over twenty-five branches, more than six hundred retail salesmen, and, in addition, an independent dealer organization. He and his organization are the leaders of their industry.

Has written for numerous publications and has addressed meetings and conventions in many parts of the country. In general he is looked upon as something of an authority on sales problems.

Income, consisting of salary and commission, averages \$18,000 a year.

Can stand close investigation. Will welcome conference with principals who are in the market for a seasoned sales director who can assume full responsibility for distribution, advertising, sales promotional activities, etc.,—everything having to do with getting people to buy merchandise.

Age 42. In the prime of life, with a record behind him and ambition and determination ahead of him.

Address "T," Box 125, Printers' Ink

Can You Use— A man who knows how to get the most value for your advertising dollar? Who comprehends advertising as much as one can who has climbed from delivery boy to President of an Agency?

Who has purchased space for 25 consecutive years—who has built up mutually pleasing association with publishers and their representatives—who knows how to get the "breaks" and gets them?

Who is so cautious that he investigates before making a decision, but has a knowledge of newspapers, markets, merchandising and related items that isn't always in the book?

Who dictates letters fluently and well and has the insight of business that years of effort have shaped into experience and responsibility.

I would like to connect with some firm that has an advertising volume, actual or potential, which warrants more thought or attention than has been given it. I can create an advertising agency to handle the account or work with or independent of an agency. I can fit in wherever an able executive is needed and don't want more remuneration than the boss will be glad to pay.

I am not an egotist, nor a dominating personality, nor anything much more than a likable, capable, well-trained and well-versed business man looking for a job that will profit the employer as well as myself.

For any information desired, address "R," Box 124, Printers' Ink.

trying to make arrangements through NRA to put some of these men back to work at their old jobs. That sounds simple and sensible.

"President Roosevelt now asks each industry to get together and make plans to solve its own unemployment problem in its own line of business. This means to do our share we must give more men a job at fair wages, by cutting the hours of employment without cutting the pay of our present employees. That's the guts of the National Recovery Act—all the rest is trimmings.

"The program laid out by each industry and submitted to the President for his approval is called a 'code.' That's all there is to it. You don't need a brain trust to explain it.

"The NRA is as simple as ABC. It means putting men back to work p.d.q.

"If you pay the farmer more for a calf, we've got to pay the tanner more for a calf skin. Everybody knows that if a shoe is made of leather, and the leather market goes up and labor costs more, you've got to pay more for the same quality standards in the finished shoe.

"But General Johnson has asked us to keep the price as low as we can—just as long as we can—and that's just what we are doing.

"And just as long as our present supply of leather lasts, we will keep our present price, and pass along to you the savings represented by the difference between the cost of leather our factory owned or ordered before the jump after replacement price in today's market."

This approaches the problem from an entirely different angle, as compared with the Douglas advertisement, but it is also thoroughly convincing because of its simplicity.

* * *

From Carl Naether, Associate Professor of English, University of Southern California, Los Angeles, Calif., the Schoolmaster has received the following letter:

"Would you be so good as to run a brief mention of the fact that I am writing a history of business

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correspondence, and that, therefore, I am very desirous of getting in touch with anyone having business letters or books on the subject dated prior to 1870."

The Schoolmaster is putting Professor Naether's request up to the Class; some of the members may have something definite to offer.

* * *

From W. Keene Jackson, sales manager of the International Radio Corporation, manufacturer of Kadette radios, comes this interesting contribution:

"The radio business has been beset with complicated jobber contracts, the terms of which but few jobbers ever attempted to observe, with the resultant quarreling between manufacturer and distributor, and too frequent turnover in jobber representation. We are enclosing copy of a contract which might be interesting to you."

So simple indeed is the International Radio jobber contract that the Schoolmaster reproduces it herewith in full:

Contract with
International Radio Corporation
We agree that our entire sales organization consisting of salesmen will carry and show the Kadette Junior radio to each customer they call upon for weeks beginning 1933.
Jobber
Executive
Date

The International Radio Corporation's own part in the contract is equally simply stated:

"We agree in the following contract to assume, the obligation of giving every possible co-operation toward making this agreement mutually profitable.

"Man Power Rating
"International Radio Corporation.
"Accepted by"

The Schoolmaster, who has always been perplexed at the seeming necessity for excess verbiage and legal phraseology in insurance policies, wills, income tax blanks and other terrifying documents, wonders if this return to a simpler

TO AGENCIES AND THEIR CLIENTS

CONSULTING AND ANALYTICAL CHEMISTS

*Analyses Made Formulas Developed
New Uses Fresh Appeals
Research Investigations and
Clinical Testing of Medicines*
SPECIALISTS IN

Drugs	Proprietary
Foods	Medicines
Toilet Preparations	Essential Oils
Flavoring Extracts	Special Formulas
Beverages	Insecticides

SEIL, PUTT & RUSBY, INC.

16 East 34th St., N. Y. City—Ashland 4-4343

Booklet Prices

Printed on 60-lb. M. F. Book Paper

Black Ink	5M	10M	25M
8 pages 6x9.....	\$38.50	\$59.00	\$135.75
16 " ".....	71.00	137.00	210.00
32 " ".....	135.00	219.00	410.00

Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.

MERCHANDISER

Experienced man to assume management of promotion of new product through drug and department stores; position with national advertiser 30 miles from New York. State qualifications and customary information. Address "X," Box 129, Printers' Ink.

Hochstadter Laboratories

Testing Engineers for
Advertisers and Advertising Agencies

Technical Experts and Consultants
General Chemical Analyses

227 FRONT STREET • NEW YORK CITY

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding ten or more copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

I Have a Good Job but a Poor Future

I've worked hard for the last nine years—ever since graduating from college—to reach the executive position I now hold in a medium-sized manufacturing concern. But the depression, plus today's increasing costs, makes the future extremely doubtful for this company. That's why I want to make a change. Inquiries will be held confidential.

"N," Box 123, Printers' Ink

Wanted A Progressive Advertising Agency of Medium Size

Chief executive of recognized Mid-Western agency that has made money throughout the depression has dozen or more sales promotion-advertising ideas deserving application on broader scale. Desires association with established New York or Chicago agency. Prepared to present answers to "Who are you?", "What have you done?", "What do you offer and how do you propose to sell it?", "Whom do you know and what do they think of you?" in hour's interview and plans to scrutinize potential connection with equal care. To arrange prompt mutual "sizing up" chat, where further details can be discussed, Address "Y," Box 130, Printers' Ink.

Mr. "Dissatisfied"—

If you are dissatisfied with the progress you are making—you are invited to Suite 860, Woolworth Bldg., (233 Broadway) at 5:15 P.M. on November 13, 14 and 15. A true picture of Life Underwriting's difficulties—and Opportunities will be presented to a group of Executives by James Elton Bragg, nationally known insurance sales-manager and teacher.

Admission to these meetings is FREE. If you are "dissatisfied" be present on November 13th. For further details, telephone to Cortlandt 7-1737, write to, or come to—Suite 860, The Guardian Life Insurance Co. of America, Woolworth Bldg., New York City.

way of doing things is not a pretty good sign.

* * *

General Mills, Inc., has issued what it calls a "little booklet" summarizing the progress and activities of the company and its subsidiaries during "The first five years." It contains some forty-nine pages of interesting explanation and history.

Other companies have issued similar booklets but probably none has produced one that does its job so simply and directly. In this one there has been no attempt at dramatization or elaboration. The story of the company and its products is simply told and the very appearance of the booklet carries out this same thought. There are no fancy covers, no costly decorations—just a plain booklet containing an interesting story and plenty of good photographic illustrations.

It is a bit of a relief, to the Schoolmaster at least, to pick up a volume of this kind that does not pretend to be more than it really is. Somehow it gives the impression that this company spends its money wisely. If he were a stockholder, the Schoolmaster would be pleased with this attempt at giving the stockholders information about the business in a complete but economical manner.

An AGENCY

can capitalize on this executive's creative ability and knowledge of advertising. Eleven years with representative agencies. Now maintains own office. Valuable experience in solicitation and contact work, plans, research, unusual copy and layouts and handling of art-production details.

An ADVERTISER

can utilize his two years' experience as Sales-Advertising Manager. Understands distribution methods and merchandising. University education, 29, married. Location not important. "Z," Box 131, P. I.

TORONTO
MONTREAL
WINNIPEG
LONDON, Eng.

GIBBONS KNOWS CANADA

SEBINA
CALGARY
EDMONTON
VANCOUVER

Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Publisher of small magazine, partly subsidized, seeks congenial partner of unquestioned character and sales ability. Small investment required, proposal has interesting phases. Box 508, P. I.

HELP WANTED

Idea Man wanted by a printing house of national reputation. Must be able to create ideas, plans and copy of selling campaigns for leading industries and retail establishments. Excellent opportunity for man with proper qualifications and experience. Give record and examples of work. Box 502, Printers' Ink.

Wanted; advertising man, by large mid-western retail grocery chain. Duties will include writing copy for house-organ, newspaper ads., handbills, and to aid in creating selling ideas. Starting salary \$225 per month. Address Box 503, P. I.

Advertising Agency Account Executive; old established, well financed agency in New York City offers profit-sharing arrangement to free lance or full time producer. Box 504, Printers' Ink.

ARTIST-VISUALIZER

wanted by active agency for modern department store ads. Must be original and expert, capable of creating newspaper and magazine layouts comparable with the best department store ads now appearing. None but thoroughly seasoned will be considered. Answer by letter, giving full details, accounts served, etc. Box 501, Printers' Ink.

MISCELLANEOUS

CHOICE FLOOR SPACE FOR RENT Especially desirable 3-room suite in modern loft building on East 45th Street. Ideal for art service business. West and North light. Box 499, Printers' Ink.

POSITIONS WANTED

Creative Artist—Versatile, thoroughly experienced and capable. Layouts, Figure Work, Illustrations, Design. Any medium, Black and White or Color. Salary secondary. Location optional. Box 498, P. I.

Advertising Artist—Versatile Broad, practical agency and printing experience, figure work, illustration, lettering design and layouts for ads and direct mail.

Seeks connection with mid-west agency, steady, part time or free lance. Small salary to start.

A-1 references. Box 497, Printers' Ink.

PART-TIME ADVERTISING—\$15 WEEKLY. Includes skilful planning, striking layouts, convincing copy, ideas that sell! Complete campaigns, 10 years' experience. Boulevard 8-7317J. Box 494, P. I.

Secretary and Publisher's Assistant for 12 years. Efficient secretary, stenographer, correspondent. Have handled make-up, promotion, bookkeeping, billing, collections, circulation. Address Miss A. E., Box 509, Printers' Ink.

VISUALIZER LAYOUT-PRODUCTION

Seasoned agency man able to take complete charge. Salary within reason. Box 505, Printers' Ink.

SEASONED ADVERTISING DIRECTOR Manager of large N. Y. copy, plan, art, and contact dept. I have written and created over \$2,000,000 worth of successful copy and plans. Age 35, Box 492, P. I.

Artist, with excellent background, experienced in advertising illustration, typography and direct mail in entirety, desires to make a connection as an Art Director with an agency, printer or manufacturer. Box 500, Printers' Ink.

ARTIST with ideas. Thoroughly experienced; figure, decoration lettering, illustration, layout, cut-outs; color or black and white, also modeling. A valuable man because of his knowledge of type and photo-engraving. Box 496, Printers' Ink.

EXPERIENCED COPYWRITER AND TYPOGRAPHER

Practical printer, specializing in direct mail and sales promotion. Forceful sales copy, up-to-date layout ideas. Available now. Box 493, Printers' Ink.

RADIO WRITER

now active in continuity, commercial copy, production, and creation of program ideas, desires new connection. Seven years in agency field. Age 29. University graduate. Box 507, P. I.

CAPABLE ADVERTISING MAN desires responsible job with agency, manufacturer or publisher, 9 years' experience market analysis, plans, copy, contact, solicitation. 4 years head of agency. Age 30. Married. Protestant. Moderate salary requirements. Available immediately. Box 506, Printers' Ink.

75 PER CENT OFF!

For \$30 to \$35 a week I shall give the best that is in me to an agency or manufacturer who can use a seasoned trade, technical and industrial advertising man. Graduate engineer. Exceptionally good experience, also some in general field. Graduate engineer. Age 40. Box 495, Printers' Ink.

Beautifying the Hidden Product

THE present is an era of re-design. It is not alone sufficient today that stoves, refrigerators, scales, give good heat, proper fridgidity, honest weight. They must all possess the physical elements of good design. As a result, more and more products are being transformed into objects of attractive appearance.

Indicative of the new order is the recent action of the Prest-O-Lite Battery Company, Inc., in imparting the touch of beauty to so homely an article as the storage battery. The battery—heavy, cumbersome, of ungainly proportions, and buried in the interior of an automobile out of sight and view—why beautify that, of all things? A likely question indeed, if asked any time prior to 1932.

For in that year executives of Prest-O-Lite got the idea that even though their product was not seen *after* the sale, its appearance at the time of sale might have a decided bearing on *making* that sale.

Certainly, too, a battery of improved appearance should help in building dealer prestige. To dealers, good design and departure from tradition would be evidence of quality in the product.

The company at that time was marketing two batteries of different capacities and different prices in containers of identical design.

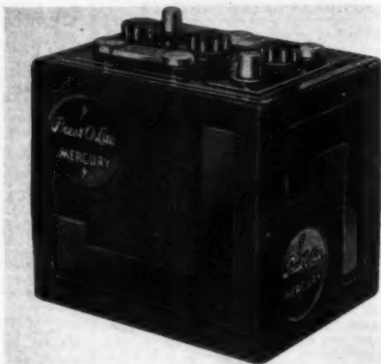
New Cincinnati Publication

The *Cincinnati Spectator*, a monthly devoted to society and news, has started publication at that city. Everett M. Boyd is publisher with offices in the Enquirer Building.

Opens San Francisco Office

Arthur H. Hagg & Associates, publishers' representatives, have opened a San Francisco office at 557 Market Street, under the management of J. Leslie Meek.

As an experiment, the stronger and more expensive of these was put in a case of new and distinctive design, in the hope that this step would increase the proportion of sales on the better article.



A container of simple but effective modernistic design was evolved. Put on the market late in 1932 it was a distinct success. Almost overnight sales of the better-designed product increased, those of the less expensive number in its old-fashioned garb proportionately diminished.

The reception accorded Prest-O-Lite's first venture into the field of battery redesign caused the company to decide to give each of its major brands a distinctive appearance. Four models have already undergone the change of dress and a fifth, which rounds out the line, is now being improved.

Appointment South Bend Agency

The advertising account of the Muessel Brewing Company, South Bend, Ind., has been placed with the MacDonald-Cook Company, of that city. The Tyler Sales Fixture Company, Niles, Mich., has also appointed this agency.

Bullard with Goodwin

Rockwood N. Bullard, until recently Western sales manager of the Detroit Steel Products Company, has joined the Goodwin Company, Chicago advertising and merchandising counselor.

CATALOG SHOWMANSHIP!

THERE is a world of difference between catalogs. It is easy to let them become humdrum and hard to understand.

What a knack it takes to make a catalog into a star salesman!

In working with many, many, firms on preparation of catalogs we have learned how to give them the vital appeal of showmanship — to make them real business producers.

Another important thing is the follow-up. Inexpensive mailing pieces may be used that make sure a catalog is kept in active use.

IF you have a catalog in mind, be sure to secure our suggestions and estimate.



MEdallion 3-3500



CHARLES FRANCIS PRESS

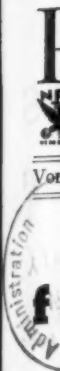
461 EIGHTH AVE., at 34th ST., NEW YORK



**In Chicago and suburbs alone, the
Chicago Tribune reaches 47% more
families than any other Chicago
daily newspaper.**

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THE WORLD'S GREATEST NEWSPAPER

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220 E. 42nd St. Atlanta, 1825 Rhodes-Haverty Bldg. Boston,
718 Chamber of Commerce Bldg. San Francisco, 820 Kohl Bldg.



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